

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 Spruce St., New York.

VOL. XLII. NEW YORK, FEBRUARY 11, 1903.

No. 6.

The Best Advertising School

There is a school teaching advertising by mail, with offices at 10 Spruce St., New York.

It is not called an advertising school; but it is without doubt the best advertising school in existence.

The school is nothing more nor less than PRINTERS' INK, a weekly journal for advertisers.

It deserves the well-earned title: THE LITTLE SCHOOLMASTER IN THE ART OF ADVERTISING.

For twelve or fifteen years PRINTERS' INK has been the recognized authority on good advertising throughout the whole civilized world.

PRINTERS' INK is so valuable to the business man, because

It teaches the underlying principles of advertising.

It distinguishes between good and bad advertising.

It teaches good display.

It teaches retail, wholesale, department store, mail order and every other kind of advertising.

It tells why some advertising has been successful and why some has failed.

It teaches sound business principles.

It describes the world's best window displays.

If you are engaged in business of any kind you can't invest \$5 more profitably than by subscribing for PRINTERS' INK.

The publisher of the best paper in a place, if he would like to make a present to a few of his advertising patrons or those who ought to become such, can give nothing more likely to be appreciated than a complimentary subscription to PRINTERS' INK. A few such subscriptions can be obtained by correspondence, and the price paid by advertising PRINTERS' INK itself in the excellent paper making the application, provided too many copies are not wanted, and the paper is one likely to be read by young men who desire to learn advertising. If interested, address PRINTERS' INK, 10 Spruce St., New York.



The country girl is as much interested in the local affairs of her town as is her city cousin in those of the city.

The country weekly gives all the news of its locality. It is published for that purpose. No other publication does. It is the one and only effective method of communicating with the country people.

How to do it told in booklet-catalogue for the asking.
One-sixth of all the country readers of the United States reached
through the 1,500 local weeklies of the Atlantic Coast Lists.

ATLANTIC COAST LISTS,

134 Leonard Street, New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 22, 1893.

VOL. XLII.

NEW YORK, FEBRUARY 11, 1903.

No. 6.

THE ADVERTISING SCHOOL.*

A significant change has taken place in the public attitude on the problem of the broad business value of a first hand knowledge of the science of advertising. Only a few years ago it was almost universally held that a knowledge of the advertising science was the ex-

tising matter had no call to concern himself with the art of advertising writing. It is not too much to say that the general sentiment on this subject went still further and held that the writing of advertising was a distinct profession, with the science of which the men engaged in other departments of commercial activity need not meddle. The idea that a knowledge of advertising and of the proper



The first class of students ever formed for the purpose of receiving instruction in advertising, Edward T. Page and Samuel A. Davis, instructors.

clusive province and property of the advertising expert, and that the ordinary business man not specially or directly charged with the oversight or preparation of adver-

* This article was prepared at the request of PRINTERS' INK and intended to set forth what may be said in favor of the advertising school by those who know of its workings from the inside and are interested in its success from a money-making point of view. The commission would appear to have been executed with judgment.—[ED. PRINTERS' INK.

preparation of advertisements of every character was a vital part of the equipment of an all-round man of business was not thought of, and probably would have been scouted as impractical had it been proposed. More than this, there was also a general feeling that the writing of advertising was a "knack" that was mainly the gift of men who were of the "literary stripe" and not supposed to be en-

dowed with the solid executive capacity entitling them to be ranked as substantial business men.

To-day the tables are completely turned. While the profession of the advertising expert has been steadily and rapidly expanded and its standards consistently elevated until its foremost exponents receive salaries and fees which make their earnings equal to those of the executives of large business enterprises, it is no longer felt that a thorough grounding in the art of advertising is properly the exclusive equipment of the "expert." To the contrary, the conviction prevails that no ambitious young man who is heading for an advanced position in a mercantile or commercial establishment can afford to omit from his campaign for promotion a detailed working knowledge of advertising and its preparation. No man familiar with prevailing conditions in this particular will question the soundness of this statement; but those who are uninformed on this subject need only to make the most cursory inquiry among the men who are struggling for advancement to be at once convinced of the accuracy of the observation. To account for this condition, this radical reversal of the public attitude toward the advertising art, involves a story of vital interest and importance, not only to every man directly or indirectly connected with the profession of the advertising expert, but to every progressive business man and especially to those young men in mercantile pursuits who are pushing forward for higher places and improved positions. The history of this significant change is absolutely identical with that of the pioneer school of instruction in the advertising art, "The Page-Davis Correspondence School of Advertising" of Chicago, New York and London. Every step in the evolution of this change in the public attitude toward advertising is directly and distinctly traceable to the growth and expansion of this remarkable institution, which was first to conceive the startling idea that the art of advertising could be successfully taught, and the first to say that this kind of instruction could be successfully

given by means of correspondence. Unlike many pioneers in new fields of business enterprise, this school has not fallen into the error of ultra-conservatism, but has been alert, progressive and energetic in keeping the advantage gained by having been first in the field.

In the month of February, 1897, Samuel A. Davis was at the head of an advertising department of a large wholesale mercantile house in Chicago. His friend Edward T. Page held a similar position in a retail establishment in State street, Chicago. The brilliancy and soundness of their work as advertising experts had not only brought their departments up to a conspicuous degree of excellence, but had attracted general attention throughout the advertising fraternity. As the young men were intimate friends, they often met and discussed their work, its possibilities and its prospects. Their enthusiasm for the future of their calling and their belief in the possibilities of its higher development were always uppermost in their thought and formed the main subject of conversation when they were together. In the course of a chat on their favorite topic one of these young men confessed that he had been secretly cherishing the ambition to put advertising knowledge into the educational field and make it possible for hundreds of young men to develop their talents in this field by means of a thorough course of instruction founded upon as sound and scientific a basis as a training in engineering or any other expert calling. "Good!" exclaimed the other young man "that's a great idea and I'll go into the enterprise with you. But we must start out conservatively and feel our way. How much capital will it take to start the plan going?"

"Just the cost of one advertisement in the want column of the *Tribune*," was the answer.

Within five minutes the young men prepared the advertisement, which read substantially as follows:

"Wanted—A few students to take special instruction in the art of advertising, classes to be personally conducted by experts now

(Continued on page 6.)

THE SATURDAY EVENING POST

has reached a paid circulation of

481,000 COPIES

With this Week's Edition

There were 109,000 yearly subscriptions received in the month of December, and 111,000 received in the month of January. Monday February 2nd there were nearly 25,000 yearly subscriptions in that one day's mail, which insures a round half million edition next week. The merits of the magazine combined with

ADVERTISING DID IT

THE CURTIS PUBLISHING COMPANY
Philadelphia, Pa.

holding responsible positions in their profession."

One of the young men, who happened to have \$1.70 in his pocket, took the "copy" for the advertisement to the *Tribune* office and paid for its insertion in the columns of the Sunday issue. Then they made an appointment to meet at a downtown restaurant for luncheon Tuesday noon. One of them was detailed to call at the *Tribune* office and get the replies, if any, resulting from the advertisement. When this member of the new firm came into the restaurant carrying a stack of letters "a foot high" his companion greeted him with a face radiant with enthusiasm. While waiting for their orders to be served, they opened the letters and laid out the plan of campaign on which the inquiries should be handled. It was decided that each inquirer should be asked to make a personal appointment for a meeting with Mr. Page or Mr. Davis. The plan was carefully carried out with the result that, when all the inquirers had been personally interviewed, the advertising school found an enrollment of ten pupils, and a capital of one thousand dollars in its hands, each pupil being required to pay the sum of one hundred dollars in advance for his instruction. Then the young men rented a small room in the Steinway building and bought a dozen common kitchen tables. With their own hands the proprietors of the enterprise covered these tables with green felt, arranged them in their class room and then applied themselves to the problem of carefully formulating a curriculum intended to give to the student the advantage of every principle and detail which they had gained from years of practical experience as advertising experts. These students progressed so rapidly and were so well satisfied with the instruction which they received that they brought in many recruits and the school flourished to an extent beyond the expectations of its founders. In comparatively a short time both the young men were compelled, by the success of their enterprise, to resign from their positions and devote their entire time to the development of the school. Then came an inspiration as sig-

nificant and important as the original idea that advertising could be successfully taught. This was the conviction that this kind of instruction could be as successfully given by correspondence as by personal contact with the student. Immediately the plans of the school were expanded to enter upon a campaign of advertising which should demonstrate the feasibility of this inspiration. How thoroughly satisfactory were the results of this courageous experiment is suggested by the fact that the Page-Davis Company is to-day known, the world over, as "The original advertising school you hear so much about." And it is equally true that "When you think of learning to write ads you think of the Page-Davis school, the only original school and the final authority in its line." Incidentally, too, the fact that this company annually expends \$30,000 a year in advertising is significant. But this splendid triumph was not achieved without the overcoming of seemingly innumerable obstacles, most important of these being the reluctance of the most desirable and high-class advertising mediums to accept an advertisement of a school claiming successfully to teach the advertising art by correspondence. Perhaps the most important medium in the country, so far as the purposes of the Page-Davis Company were concerned, practically refused to accept their advertisement on the ground that, while the advertising art probably might be successfully taught by personal contact, it certainly could not be so taught by correspondence to a degree that would give the student a genuine and satisfactory return for his investment. Since that time, as the result of a searching personal investigation, the advertising manager who took this position has accepted from the Page-Davis Company many thousands of dollars for advertising.

This school has graduated thousands of students, and the letters received from those who have completed their course of instruction, expressing their unqualified satisfaction with the results of their training, would fill a bulky volume. Many of these graduates, it is true,

(Continued on page 8.)

IT LEADS THEM ALL.

THE PITTSBURG TIMES presents herewith its annual circulation statement, which is unequaled in the morning newspaper field of Greater Pittsburg. Circulation books and Press Room opened at any and all times. Advertisers are invited to call and examine the records. Sworn Statement of Circulation of THE PITTSBURG TIMES, for the 13 months ending Dec. 31st, 1902.

Date	January	February	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.
1	62,651	73,248	66,031	64,376	65,643	66,124	65,300	64,922	65,452	65,544	65,999	64,334
2	62,733	65,351	64,023	64,373	66,803	66,124	65,292	65,971	65,396	65,819	65,999	64,061
3	62,733	65,351	64,023	64,373	66,803	66,124	65,292	65,971	65,396	65,819	65,999	64,061
4	61,103	63,474	63,023	63,475	65,760	66,124	65,557	65,257	65,659	66,435	65,743	64,114
5	62,733	63,474	63,023	63,475	65,760	66,124	65,557	65,257	65,659	66,435	65,743	64,114
6	62,733	63,474	63,023	63,475	65,760	66,124	65,557	65,257	65,659	66,435	65,743	64,114
7	62,733	63,474	63,023	63,475	65,760	66,124	65,557	65,257	65,659	66,435	65,743	64,114
8	62,733	63,474	63,023	63,475	65,760	66,124	65,557	65,257	65,659	66,435	65,743	64,114
9	62,733	63,474	63,023	63,475	65,760	66,124	65,557	65,257	65,659	66,435	65,743	64,114
10	62,733	63,474	63,023	63,475	65,760	66,124	65,557	65,257	65,659	66,435	65,743	64,114
11	62,733	63,474	63,023	63,475	65,760	66,124	65,557	65,257	65,659	66,435	65,743	64,114
12	62,733	63,474	63,023	63,475	65,760	66,124	65,557	65,257	65,659	66,435	65,743	64,114
13	62,733	63,474	63,023	63,475	65,760	66,124	65,557	65,257	65,659	66,435	65,743	64,114
14	62,733	63,474	63,023	63,475	65,760	66,124	65,557	65,257	65,659	66,435	65,743	64,114
15	62,733	63,474	63,023	63,475	65,760	66,124	65,557	65,257	65,659	66,435	65,743	64,114
16	62,733	63,474	63,023	63,475	65,760	66,124	65,557	65,257	65,659	66,435	65,743	64,114
17	62,733	63,474	63,023	63,475	65,760	66,124	65,557	65,257	65,659	66,435	65,743	64,114
18	62,733	63,474	63,023	63,475	65,760	66,124	65,557	65,257	65,659	66,435	65,743	64,114
19	62,733	63,474	63,023	63,475	65,760	66,124	65,557	65,257	65,659	66,435	65,743	64,114
20	62,733	63,474	63,023	63,475	65,760	66,124	65,557	65,257	65,659	66,435	65,743	64,114
21	62,733	63,474	63,023	63,475	65,760	66,124	65,557	65,257	65,659	66,435	65,743	64,114
22	62,733	63,474	63,023	63,475	65,760	66,124	65,557	65,257	65,659	66,435	65,743	64,114
23	62,733	63,474	63,023	63,475	65,760	66,124	65,557	65,257	65,659	66,435	65,743	64,114
24	62,733	63,474	63,023	63,475	65,760	66,124	65,557	65,257	65,659	66,435	65,743	64,114
25	62,733	63,474	63,023	63,475	65,760	66,124	65,557	65,257	65,659	66,435	65,743	64,114
26	62,733	63,474	63,023	63,475	65,760	66,124	65,557	65,257	65,659	66,435	65,743	64,114
27	62,733	63,474	63,023	63,475	65,760	66,124	65,557	65,257	65,659	66,435	65,743	64,114
28	62,733	63,474	63,023	63,475	65,760	66,124	65,557	65,257	65,659	66,435	65,743	64,114
29	62,733	63,474	63,023	63,475	65,760	66,124	65,557	65,257	65,659	66,435	65,743	64,114
30	62,733	63,474	63,023	63,475	65,760	66,124	65,557	65,257	65,659	66,435	65,743	64,114
31	62,733	63,474	63,023	63,475	65,760	66,124	65,557	65,257	65,659	66,435	65,743	64,114
Total	1,698,767	1,668,163	1,693,103	1,691,117	1,786,426	1,683,148	1,770,172	1,708,014	1,704,033	1,777,392	1,637,952	1,726,211
Sp'd, Uns'd & Returns	148,755	136,680	130,994	142,027	154,543	152,311	159,595	187,949	155,937	149,311	139,708	142,836
Net Cir'n	1,550,012	1,431,483	1,572,109	1,549,090	1,631,883	1,530,837	1,610,577	1,520,065	1,548,096	1,628,081	1,498,244	1,583,375

CITY OF PITTSBURG, ss. I solemnly swear that the above is a true and correct statement of the circulation of THE PITTSBURG TIMES, for the 13 months ending Dec. 31st, 1902, as shown by the records of the Press Room and subscribed before me this 16th day of January, A. D. 1903. Geo. D. Tindle, Notary Public.

No. Days Issued. 318
Average Daily Circulation for the 13 Months of 1902. 51,788,466
Average Daily Net Paid Circulation. 59,571

have achieved an enviable rank in the profession of the advertising expert, but by far the greater number of them do not follow this profession—did not intend to follow it when they enrolled themselves as students of the Page-Davis school, and do not expect ever to make the preparation of advertising their special calling. Perhaps fully seventy-five per cent of the students of this institution are active business men in various branches of mercantile and commercial pursuits and a very considerable portion of them hold executive positions of responsibility and importance. The attitude of all those who have not adopted advertising as a profession may be described by the simple statement that they have felt a thorough working knowledge of the art of advertising to be an essential part of the equipment of an all-round business man. On file in the office of this school is a formidable array of sworn depositions from graduates of the institution. A rapid glance at these affidavits is sufficient to establish the interesting fact that scores of business men at the head of large enterprises have regarded a knowledge of advertising of such practical value that they have taken the time from their executive duties to follow the course of study with all the enthusiasm and faithfulness of the clerk or the accountant, who is actuated to a mastery of the advertising art by an ambition to secure more rapid promotion. A letter from the proprietors of one of the largest official reporting companies in America inquiring minutely about a certain lesson paper, indicates the keen interest with which the course is pursued by busy men of affairs. The variety of callings and pursuits represented by the students of this school is not only interesting but significant, as it emphasizes the point that only a very small proportion of the men who are mastering the principles of this science are in any way connected with the advertising profession. In this connection, however, it should be said that there is nothing in this feature of the evolution of the modern correspondence school of advertising to discourage those who intend to devote themselves

exclusively to this profession. Quite to the contrary, the situation disclosed by this analysis is highly favorable to the stimulation of the ambition of those who intend to become experts, as it indicates first that the ranks of the professional advertising writer are not overcrowded nor in danger of becoming so through the popularity of the correspondence school of advertising. Next the situation shows unmistakably that the correspondence school has graduated many of the most brilliant experts whose work has attracted national attention among the patrons of advertising. In the archives of the Page-Davis company is an interesting record of the most notable contests in this peculiar calling, and the number of graduates of this school who have carried off the prizes and honors of these competitions cannot fail to be highly gratifying to the founders of the institution. Both Mr. Page and Mr. Davis naturally hold pronounced views on the value of advertising in any line or department of commercial work.

"Any man," declares Mr. Davis, "with an average amount of business foresight, cannot fail to appreciate that advertising plays a prominent part in the world of keen commercial competition; but comparatively few realize the value of a working knowledge of this art to the man who does not intend to follow the advertising profession, but is determined to use his knowledge of this department of business activity as a lever with which to lift himself into higher positions and larger responsibilities. To the mind of any sound business man no argument will be needed to establish the fact that there is not a single commercial pursuit nor a single department of any mercantile or industrial enterprise, in which a practical knowledge of advertising will not be of direct and definite value—that kind of value which is bound to make itself felt in the advancement of the man who had the foresight, energy and ambition to take up a thorough course in advertising in order to add this branch of knowledge to his general mental equipment. This is, in fact, simply a matter of plain com-

[(Continued on page 10)]

The Nashville Banner

WILL MAKE YOUR ADVERTISING
SUCCESSFUL IN

Tennessee

THE BANNER is more liberally patronized by both local and foreign advertisers than any other Nashville newspaper.

THE BANNER is the only Nashville daily which publishes sworn detailed statements of its circulation, and whose records are actually open for inspection at any time.

EASTERN AND WESTERN REPRESENTATIVE,

Vreeland - Benjamin Special Agency,

150 NASSAU STREET,
New York.

TRIBUNE BUILDING,
Chicago.

mon sense. The more a young man knows of any vital factor in modern business the greater is his value to his employers or associates and the greater the demand and appreciation of his services. It is scarcely possible that any man can to-day be found who will not instantly admit that advertising is one of the most vital and important elements of business in this age of fierce competition, which has made the words 'publicity and promotion' familiar to every ear. Nor will any bright business man of to-day question the statement that the clerk, the accountant, or the employee of any kind who knows the value of advertising, the comparative values of the various advertising mediums, the proper construction of a successful advertisement, the details of reproduction process, of papers, stock and its cost, and above all of how to express himself in crisp and convincing language is of far greater value to his employer in the store or the office than the equally bright employee who is uninformed on these particulars.

"It is strictly within the truth to say that scores and even hundreds of promotions have been made because employers have learned that those in their service have volunteered ideas in relation to advertising which have been of practical and immediate value, and these same employers have also discovered the persons making these helpful and intelligent suggestions acquired their knowledge of advertising through a course of correspondence instruction. Time and again employers have been saved the expenditure of large sums in ill-advised advertising through the voluntary suggestion of a member of their working force, who had, unknown to them, obtained a working knowledge of this calling by burning the midnight oil. And it is equally true that many an employee has missed an opportunity for promotion because he was not able to respond in the affirmative when asked by his employer if he had any knowledge of advertising, its cost, preparation or comparative values. For the sake of definite illustration, let me suppose that the head of a department

in one of the large city department stores makes the rounds of the various 'stocks' under his control in order to make up his lists of his special goods and bargains to be advertised. It stands to reason that the clerk who has a working knowledge of advertising would here have an invaluable opportunity to attract the attention of his superior, through his sensible suggestions. And on this score we have the word of no less an authority in the business world than Andrew Carnegie that the one secret of advancement from a humble position to one of responsibility is included in the words 'attract attention.'

"Faithful and conscientious discharge of the duties assigned to you," writes Mr. Carnegie, 'is all very well, but the verdict in such cases generally is that you perform your present duties so well that you had better continue performing them. This will not do for coming partners, for there must be beyond this, the rising young man must do something exceptional, and beyond the range of his special department he must attract attention. There is no service so low and simple, neither any so high, in which the young man of ability and willing disposition cannot readily and almost daily prove himself capable of greater trust and usefulness and, what is equally important, show his invincible determination to rise.'

"In another page this prince of American millionaires lays stress upon the fact that the young man who cannot be kept down will sooner or later be confronted with the opportunity to save his employer or his immediate superior from making a mistake or from failing to make the most of an opportunity, and whether that be small or great will make no difference so far as the vital result of attracting the attention of the employer to the energy, progressiveness and all-round equipment of the employee is concerned."

On this subject Mr. Edward T. Page says: "As advertising is admittedly the life blood of commercial enterprise to-day, it is fair to ask in what manner can the ambitious young man better put him-

(Continued on page 12.)

"One Cent Buys the Best"

**A Great
Medium
Growing
Greater.**

**THE MAIL
AND EXPRESS,
NEW YORK.**

**ONE
CENT**

**Saturday Edition
Five Cents.**

Nearly 7,000 farmers
on more than 150 Rural
Free Delivery Routes in
the Gas Belt of Indiana
receive

**The Muncie
(Ind.) STAR**

every morning.

There are less than 800
Rural Free Delivery
Routes in the State;
therefore, THE STAR cir-
culates on more than one-
fifth of the entire number.

The actual average paid
circulation of THE STAR
for the month of Decem-
ber was

22,232 daily

AS OTHERS SEE US

**Smalley
Manufacturing
Company**

MANITOWOC, WIS.

John W. Campsie,

Manager Printing Dept.,
Evening Wisconsin Co.,
Milwaukee, Wis.

DEAR SIR: You have noticed, no
doubt, that each year our business with
your Printing Department increases materi-
ally over the preceding year. We do
not hesitate to say that this increase is
due entirely to the unqualified satisfac-
tion you have given us in every way.
We have patronized the best printing
firms in many of the larger cities, and
have always found your work equal to the
best, and your prices have been reason-
able and fair for first-class work.

Very truly yours,

SMALLEY MFG. CO.,
C. F. Smalley, Sec'y.

**7 out of
8 homes**

in Sioux City are served reg-
ularly with the

Journal

and it has practically no op-
position in its own wide field,
which includes West Iowa,
North Nebraska and South
Dakota.

It gives employment to 221
people, and its pay roll aver-
ages \$400.00 a day.

Advertisers get more profit,
bigger results and better ser-
vice than from any other
paper in the Northwest.

Paid circulation **guar-
anteed** to exceed

18,000 a day

ALBERT E. HASBROOK, Mgr. N.Y. Office
Times Building, New York

self in position to serve his employer or to attract his attention than by substantial proof that he knows something outside of his own department, something that he is not obliged to know to 'hold his own job'? And what better proof can he offer in this line than the evidence that he has a working knowledge of the advertising art? To these questions, there can be but one answer. Of the professional advertising man it should be said that this is one of the most lucrative of expert callings. Many firms in the United States expend from one hundred thousand dollars to five hundred thousand dollars a year in advertising campaigns, and a considerable number of great enterprises particularly adapted to advertising expansion spend far more than this sum. In fact these sensational expenditures in several instances reach one million dollars a year, and it is said that the advertising appropriation for one firm in this country, for the year of 1903, is three million dollars. This statement will be sufficient to indicate the fact that these heavy advertisers must look for results and that the expert who can satisfy this demand and bring profitable returns upon the monster appropriation, is, as the familiar saying has it, 'cheap at any price.' In other words a difference of five thousand or ten thousand dollars in the yearly salary of a man who can make an advertising expenditure of a million dollars pay the maximum of profit, would be considered a mere detail by the executive of such an enterprise.

"As to the essential equipment of the advertising expert it need be said, if nature has endowed him with common sense and a reasonable facility for concise and telling expression of his thoughts, he may be trained to a high degree of proficiency. Many a man who has attracted the attention of the advertising world by the soundness and effectiveness of his advertisements was not, at the start, endowed with greater cleverness or brilliancy in this line than others who have failed to make an impression by their work. Generally the difference in this result is to be accounted for

by the thoroughness with which the successful man has mastered the fundamentals of his art. In other words the advertising man who relies solely upon his native cleverness, and who regards his work as a 'knack,' a special 'gift of the gods,' and who is not willing to dig down into the fundamental details and principles underlying the profession, to educate his judgment by the process of a patient and untiring comparison of the value of various methods and examples of expression—will sooner or later be confronted with problems in which his 'knack' cannot overcome the consequences of misplaced judgment. In such cases the result is that, if his position is one of large responsibility, he will be found utterly lacking.

"Almost universally the diligent student of advertising expresses his wonder at the fascination which this study eventually exercises over him. This fact is easily accounted for by those who have carefully analyzed the situation. The preparation of successful advertisements calls into play the most discriminating use of the writer's and the illustrator's art. The word and the pencil are called upon to give their most effective impression within the smallest possible space. From the beginning to the end of a rightly conducted course of instruction in advertising, the student is constantly called upon to exercise his critical faculties in estimating the comparative values of examples of both these forms of expression. This process cannot long be continued without converting the most indifferent beginner into an enthusiast; he becomes alive to the wonderful possibilities in the use of words and to the marvelous effectiveness of a few skillful strokes of the artist's brush, pen or pencil."

An interesting feature of this correspondence school is the almost paternal solicitude with which it cares for its graduates in the matter of securing positions for them and of promoting their advancement after positions have been secured. This department received the personal attention of the principals, who take into careful consideration the personality and

(Continued on page 14.)

Sworn Circulation Statement
OF THE
Toronto Evening Telegram

The daily average circulation for the month ending December 31, 1902, was twenty-nine thousand eight hundred and sixteen

(29,816)

This statement does not include spoiled sheets or destroyed papers. The books of the circulation department are open to the public at all time.

THE EVENING TELEGRAM carries more classified ads than all the other Toronto dailies combined and it goes into 80 per cent of Toronto homes.

PERRY LUKENS, JR.,

NEW YORK REPRESENTATIVE, NO. 29 TRIBUNE BUILDING.

"The Great Daily of the Great Northwest."

**THE
MINNEAPOLIS
JOURNAL**

Presents a publicity proposition to the progressive advertiser that is far reaching in circulation and lucrative in results, a combination of valuable and essential reasons why all Minneapolis merchants who advertise use this medium liberally.

Why not follow the beaten path of the local merchant and have your advertising delivered into 90 per cent of the homes of the purchasing classes of Minneapolis every evening?

THE MINNEAPOLIS JOURNAL is the one indispensable factor in Minneapolis advertising, both local and general.

N. LEE STARKE,

Tribune Building, NEW YORK. Mgr. General Advertising, Tribune Building, CHICAGO.

individual equipment of each graduate, after making thorough inquiry regarding their character as well as their abilities. No graduate is ever lost sight of, and the proprietors of this school are now as closely in touch with those pupils who were first to leave the institution as with the latest recruits on their enrollment list. An example of the close personal relationship existing between the pupils of this school and its principals is had in an incident of a recent visit of Mr. Page to the New York office of the school. On learning that he was in the city, members of the class of 1902 arranged, without his knowledge, and in his honor, a banquet which was notable for its enthusiasm. This spontaneous tribute demonstrated that this correspondence school, through the infusion into its work of the individuality of its principals, had produced a class spirit, a sense of loyalty to the school, unique in the field of correspondence instruction. It mattered not that the man thus honored had never personally met the men who paid him this signal tribute; he had put into his correspondence work so much of his own personality that they have felt more in touch with him than do many students with those from whom they receive oral instruction in the classroom. Hundreds of students and graduates call at the head office of the Page-Davis school, in Chicago, and almost invariably they expect its principals at once to identify them, and meet them with ready recognition. And they are always welcomed heartily by the heads of this enterprise, who make it a rule personally to greet every visiting student. To the laymen, the manner in which the lesson papers are handled and especially the amount of individual attention bestowed upon each, are a revelation. Notwithstanding the fact that the active students now taking this course of instruction number hundreds and probably thousands, every lesson paper is personally handled by one or the other of the principals of the Page Davis school, and all answers to special inquiries are personally dictated by Mr. Page or Mr. Davis after the general

markings of the lesson have been scrutinized and approved by them. The only way in which their ability personally to handle so large a volume of correspondence can be accounted for is by considering the remarkable facility which their years of experience have given them. It is scarcely to be doubted that these two young men are able to handle as many items of correspondence in a day as any other two men in the country. Certainly this conclusion is forced upon all observers who chance to see them at their task of dictation. How great is this task of correspondence which ebbs and flows into the Page-Davis Company at 90 Wabash avenue, Chicago, is suggested by the fact that the daily average of letters received there is not less than fifteen hundred. There can be no doubt that a large element in the public confidence which this school has enjoyed is due to the fact that the institution does not assume to teach the art of advertising in any arbitrary number of lessons, or within a given time limit, but realizes the fact of human nature that the natural endowments and industry of some pupils will enable them to acquire a thorough working knowledge of this calling in a fraction of the time demanded to place the less industrious or less favorably equipped student at the same stage of development. This emergency arising through the difference in the circumstances surrounding the various pupils and the difference in their natural endowments, has been met by the school in the adoption of the rule that the payment of the enrollment fee, of thirty dollars, entitles each student to pursue his studies until he has reached a satisfactory degree of proficiency. Such a rule, however, places the burden of this inequality upon the shoulders of the school, inasmuch as it greatly increases the average cost per pupil of the instruction given, making it far higher than that to which any correspondence school having an arbitrary curriculum and a time limit is put. No feature which promises to inspire the student with fresh enthusiasm is neglected by the Page-Davis company school. A brief survey of the enrollment list

of the Page-Davis school is sufficient to indicate that every civilized country on the globe is represented by its students. Wherever the English language is read and spoken and wherever a business is conducted in this medium the lessons of this novel and interesting institution are found. In its own advertising, the Page-Davis school gives clear evidence of the ability to state its case in crisp, concise and convincing sentences. So epigrammatic are some of these paragraphs that they are fairly entitled to be called maxims. The following are examples of this kind of business literature:

"When you enroll with the Page-Davis Company you are not experimenting or being experimented upon."

"Page-Davis students must be a credit to their school. Their individual success is worth more to the Page-Davis company than their individual tuition."

"Page-Davis company has set every precedent and created every standard of successful advertising instruction."

"To be a Page-Davis man means to be a prosperous advertising man."

"Page-Davis students know there cannot be a successful 'hurry-up' plan of advertising instruction—that there are no 'bargain sales' in sound advertising education."

"The Page-Davis company is the institution that promises less than it gives."

"The Page-Davis system is a big help in your present position and helps you to a better position."

"The Page-Davis course is an

important part of the modern business man's education."

"Successful business men say, 'I want a Page-Davis man.' Successful graduates say, 'I am a Page-Davis man.'"

No observer can study the methods of the Page-Davis school without being impressed as never before that not only is this the age of advertising, but that it is also the age of strenuous struggle for advancement in commercial life.

The "get there" spirit is abroad in every land and the distinctly modern and American institution of the correspondence advertising school is the type and symbol of this spirit.



SHOPPING.

When a man goes shopping he knows what he wants, and takes something else. But a woman doesn't know what she wants and insists on getting it.—*New York Sun.*

YELLOW JOURNALS.

They are not likely to be dislodged. The reading world is growing larger all the time, and the journalistic topsyturvydom will always have a big street sale and attract the attention of a large class of casual readers. But the clean, thoughtful, carefully edited family newspaper, with an orderly arrangement of news, editorial and advertising matter, so classified that the reader can readily find what he seeks, will always hold the confidence and enjoy the patronage of the great mass of the sensible, practical, thinking people of the community. And it will always maintain its hold in the affections of the family circle—in the home of the people.—*Crosby S. Noyes, Editor-in-Chief Washington Star.*

WASHINGTON—THE EVENING STAR

The situation in a nutshell. Washington is known to be an unusually profitable field. THE EVENING STAR goes into 15,000 of its homes where no other Washington daily paper is read, and into more than 15,000 other homes in the city besides.

M. LEE STARKE,

Manager General Advertising,

TRIBUNE BUILDING,
New York.

TRIBUNE BUILDING,
Chicago.

SMALL ADVERTISERS IN BIG CITIES.

It seems to be accepted as a final principle of newspaper advertising that no small retailer can afford to use the dailies of a city like New York, or even of smaller centers. That space prices in such papers are high must be conceded, while the area from which the average small retail business can draw trade is more likely to yield better results where literature is sent to a good mailing list. The above advertisement of "The Little Shop" is an effort to disprove this principle, however, and seems to show that while daily newspaper publicity is out of the question for many small retailers, there are others who can use it to a decided ad-

"The Little Shop."

A most unusual collection of rare and beautiful Porcelains: Figures, Vases, Plates, Cups and Saucers in Dresden, Sevres, Chelsea, Crown-Derby, Wedgewood, Worcester, Bristol, etc.

Prices remarkably moderate.

1 East 31st St.

vantage. "The Little Shop" does not appeal to a very large clientele, compared with a department store, but it has a considerable following among those who own homes of the better class. This clientele is pretty widely scattered over Greater New York, as well as throughout the East. Almost any person of means and culture who visits New York will be glad to know of "The Little Shop," and with a view to interesting them the present campaign has begun just before the holidays. In placing this advertising considerable wisdom was shown in the selection of the precise dailies that would reach this class of readers. The little two inch single column ad appears daily in the *Evening Post*, *Commercial Advertiser* and evening edition of the *Sun*. The display cannot be classed as unusual, but

is of such a character that the ad is not lost. "The Little Shop" proper is at No. 1 East Thirty-first street, with an annex at No. 253 Fifth avenue. Each is advertised upon alternate days. No specific articles can be offered, for the stock is made up of antiques, old furniture, silver, bronzes, china-ware and articles of which only single specimens are to be sold, as a rule. When the goods will permit of it, however, prices are printed, while stress is constantly laid upon the fact that charges are moderate. To a PRINTERS' INK reporter who recently called upon him the manager said:

"I have made a year's contract for this advertising with the three papers that are printing it, and mean to give this form of publicity a fair, definite trial. Yes, I have read PRINTERS' INK from time to time, and know the contention that such advertising cannot be made profitable. We have been successful with publicity in other forms, however—chiefly literature and personal letters—and just before Christmas I was determined that I would spend a certain sum of money to test the dailies. It is expensive, but I mean to give this medium a thorough trial. Newspapers pay others, for hundreds of thousands of dollars are spent in them every year. I mean to ascertain for myself whether they will pay me. It is too early as yet to determine results, but while I have nothing favorable to report after about six weeks' advertising, I can truthfully say that I have no reason to be discouraged. Results still hang in the balance."

THE BURSTING OF A CHESTNUT.

The old chestnut we all have heard that a fortune could be made out of worthless medicines, or other articles of no value, simply by dint of lavish advertising is purely a fable, and has no foundation in experience. In large trade centers such as New York and Philadelphia, and to a lesser extent in Chicago, it is a fact well known to shoppers that the general run of "bargain" advertising can be depended upon as being strictly truthful. This is simply because the large store keepers long ago discovered that honesty is the best policy in advertising, and that sooner or later "fake" advertising would be recognized as such and would then drive buyers away instead of attracting them.—*St. Paul Trade.*

OLD AND QUAIN.

No sooner were newspapers established than enterprising business men used their columns to make known the excellencies, real or imaginary, of the goods they had to sell. The first trade advertisement I have been able to find, other than advertisements of books, was the following published in the *Mercury*, in 1658:

"That excellent and by all Physicians approved China Drink called by the Chineans Teha by other nations Tay alias Tee is sold at the Head Cophee House in Sweeting's Rents by the Royal Exchange; London at seventy shillings a pound."

In a paper called *Mercurius Eleuctius*, Sept. 20, 1695, is the following:

"At the Marine Coffee House in Birch Lane is Water Gruel to be sold every morning from 6 to 11 of the clock. 'Tis not generally known; but there comes such company as drinks usually four or five gallons in a morning."

In the same paper dated Feb. 7, 1696, there appeared a card:

"Whereas Dr. Palmer that was famous for curing crooked people is dead; this tells that his son, who says that he was bred up under him has practised it long with extraordinary success and understands the same art is at Mrs. Low's at the corner of Green Street, near Leicester Fields."

Among more modern advertisements worthy of notice I quote one that appeared in the London papers twenty years ago:

"H. Creed & Co., artistes in draping the real figure. Practical experience combined with scientific knowledge of external anatomy and the definite proportions and form of the human figure give him (sic) confidence in soliciting patronage."

An enterprising general dealer in Yorkshire, England, says the Sheffield and Rotherham *Independent*, has issued the following quaint and curious advertisement, which is reprinted in full, except for the name and address of the tradesman:

"Wholesale and retail greengrocer. Also dealer in Pigs and Pianos, and all Classes of Modern Furniture. Baskets and Basket Chairs a Specialty. A large and Assorted Stock of Gentlemen's Overcoats, Up-to-date Styles. Also dealer in Hay, Straw, and Peat Moss Litter. First Class Horses for Sale. Waggonettes and Traps for Hire on Shortest Notice. Dealer in Coal—1 cwt., Cart Load, or Trucks. N. B. All orders will be promptly attended to, as the Proprietor is now a Widower. No Connection with any other Firm whatever."

The advertiser evidently thought that being a widower he would have more time to attend to business, but a tradesman, advertising in the *Reading Mercury*, Sept. 13, 1798, thought a wife would be of assistance to him for he published this card:

"To the Fair Sex. Ladies.—Being at this time in want of a wife to assist in a multiplicity of business in which I am now engaged, I have taken this public method of informing you! If any young Lady of the following description would wish to enter the Holy State of Matrimony:—She must be genteel made, rather tall; black, brown, flaxen or auburn hair; age from twenty-five to thirty-five, widow or maid; if a fortune will settle the same upon Lady and Offspring, wishing to act upon the strictest honor. Such Lady should apply by letter post paid or appear personally to Mr. Surrell.

"N. B. Mr. Surrell would wish to avoid extra expense to keep his wedding and harvest home the same evening, which will be fourteen days from the present date, as he particularly wishes the Lady to preside at the table that evening."

JOHN DE MORGAN.

NOTHING is more staple than a well advertised article. It is the "just as good" articles which remain upon the shelf and fail to find purchasers, or when worked off are certain to disappoint patrons.—*Progressive Advertiser*.

The Chicago

Record-Herald

gained in January, 1903,
over January, 1902,

Daily, 16,563
Sunday, 83,214

Daily average Jan., 1903
162,768

Sunday average Jan., 1903
206,904

The only known morning
and Sunday circulation in
Chicago.

COMING EXPOSITIONS.

By the Dean.

Shrewd advertisers are ever on the alert for chances to gain the publicity that a well displayed exhibit affords at a universal exhibition.

In 1904 occurs the great World's Fair at St. Louis. This commemorates the Louisiana purchase and commences the first of May and closes in December. It will embrace the arts, industries and products of the world. No charge is made for space allotted for exhibits and the time is extended to October 1, 1903, in which to apply for space, while concessions will be awarded anytime up to January 1, 1904. The immense site of this grand affair covers 1,200 acres, while the Centennial at Philadelphia embraced but 236 acres and the great Columbian Fair at Chicago only 633 acres. While the cost of construction and exploitations of the St. Louis show will reach nearly \$50,000,000 yet only \$9,000,000 was said to have been expended in building and advertising the last Paris Exposition.

The Saxony government have decided to hold an international exhibition of the varied industries and arts in 1904 at Dresden.

Johannesburg will exploit the agricultural and mining possibilities of South Africa in 1904 and will invite the world to make exhibits.

In 1905 it is proposed to hold at Chicago the first American series of the great International Olympic Games, modeled somewhat after the famous fetes that have been held in Athens, Greece. There will be a sort of an exposition in connection with the contests for the displaying of sporting goods. The way the Windy City people have taken hold of the affair, it will no doubt assume large proportions.

Birmingham, Alabama, is arranging for a World's Mineral Exhibition for 1905 to include mining machinery and electrical mine appliances. In 1905 will be held the

great Pacific Exposition at Portland, Oregon, it being the centennial of the Lewis and Clark expedition across the continent. This affair may become one of international importance as it is proposed to combine with it a grand Oriental Fair exhibiting the wonders of the Flowery Kingdom.

In 1906 Boston is to have a big two-hemisphere-expositions which is intended to make a specialty of the South American visitors to Uncle Sam's domain.

In 1907 a Centenary Exhibition commemorating the settlement of the English colonies by Capt. John Smith of Pocohontas fame, will be held at Jamestown, Virginia.

In 1908 London will exploit a grand Colonial Exposition and is already making extensive plans.

In 1909 there is to be held in New York City on the banks of the historic Hudson the Tri-Centennial Exposition celebrating the 300th anniversary of the coming of Hendrik Hudson in the good ship "Half Moon." The proposed site is between General Grant's tomb and Spuyten Duyvil and the prospectus outlines a majestic show.

In 1910 Paris, intends to hold another exposition and a Government Commission has been appointed to pave the way for the event.

ABOUT SWAPS.

The rate in PRINTERS' INK is fifty cents a line agate, and in the "swap" the deal is made on the basis of the cash rate of the newspaper concerned.

For special positions an extra price is demanded. The crowning point was reached with the late William M. Singery, by which the Philadelphia Record secured the front page of PRINTERS' INK, size about four by five inches, for \$10,400 per year.

The deal, covering seven years, secured \$72,800 worth of Record space.—*The Fourth Estate*, Jan. 24, 1903.

The *Fourth Estate* is in error. The *Record* contract covered six years only. The page is now open for some other good paper. It will not be sold to any second grade publication.

WHY REITERATE?

In Dr. Edward Everett Hale's new volume titled "Memories of a Hundred Years," he speaks of Edward Everett's sensitiveness in respect to the comments made upon him in the public press. But the good Doctor, who is a nephew of the great statesman and whose father was a noted editor, does not seem to share that feeling. I quote here what he says, merely to illustrate how things that are printed affect the average human mind.

Dr. Hale says: "I who was bred in a newspaper office, know, first, that of whatever is put in the newspaper, half the people who see it do not read it; second, that half of those do not understand it; third, that of the half who understand it, half do not believe it, fully half forget it; fourth, that the half who remember it are probably of no very great account, anyway." There is an instructive moral in this estimate, even if it is a trifle exaggerated, which those who use the press for business publicity may do well to study. It shows, for one thing, that the public, and even that part of it which reads a particular paper, do not see, or, if they see, they do not give attention to an article the first time it is put in print. And something more than that is also true. After a reader has really read and embodied in his memory the story an advertisement has to tell, he does not always act upon the suggestion presented by it all at once. The cares of the day or obstacles not foreseen that are so frequently sure to come, put off his purpose and resolution in the matter, even after he is quite convinced. A single insertion, therefore, of the best constructed advertisement can only produce a very temporary effect. Half a dozen insertions are much better, but even six may be written on water or prove as useless as if they were, in many cases. Hence, reiteration of the story is necessary to keep its effect alive. The world, truly speaking, is full of so many things in these strenuous days, life is every way so complicated, there is so much to do and

to enjoy, and one's rivals in business keep up such devouring activity, and so much vocal din that you cannot hope to overcome all this by a few appeals.

As "eternal vigilance is the price of liberty," so an "everlastingly-at-it" attitude is the *sine qua non* of successful business exploitation. To remain voiceless is to put your light very far under the proverbial bushel. It is even worse than that, after you have once come out with a printed programme, for silence and absence suggest that your sign has been pulled down and your place of business is closed. The great stores and businesses have got their celebrity, in part, no doubt by well doing—by keeping the fair promises they make—and by keen business skill; but the immensity of their sales, and the acquirement of a name and fame that have become household words could only have come through ceaseless and untiring reiteration. Thirty years ago a Richmond paper, which made a study of the responsiveness of the reader to what is printed about business, set down, under the title of "The Progress of an Advertisement," just what happens from the first to the twentieth insertion of it. The ingenious account was printed a long time ago in this paper, so that it need not be repeated here. It indicated plainly the moral and meaning of frequent repetition. As it was only at a certain point in the orations of Demosthenes, eloquent as he was, that the Greeks shouted, passionately, "On to Philippi!"—so it is only after a long campaign of utterance and instruction that the public will come in considerable force to the patronage of a business or to the purchase of an advertised article. To reiterate is to keep alive. For line upon line, and precept upon precept is the vestal flame that a prosperous business never suffers to go out.

J. B.

SHAPE your advertising talk to fit the mind of the simple, average person; make it so plain that it will reach the reason of the weakest reader. Remember you are not advertising your vocabulary but your goods, and that the dollars of a dunce are as good as those of a philosopher.—*Jed Scarborough.*

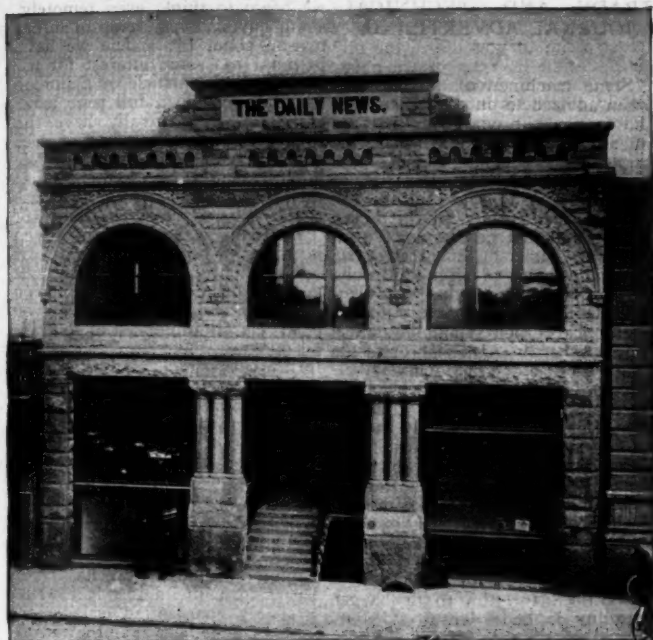
TRADE AND TECHNICAL JOURNAL ADVERTISING.

IV.

Some machine-tool advertisers, when advised to put into their ads the details—the vital facts that an intending buyer would want to know about their product, say simply that they are advertising for inquiries, don't expect the ad to bring mail orders for their machines, and that people won't read a lot of details in an ad anyhow. From my point of view the informative ad—the one that describes the really important parts of a tool, and explains their functions, stands a much better chance of bringing inquiries that will finally crystallize into orders than the bald business card or directory style of ad, or that which makes a single unsupported statement for brevity's sake. Machine-tool buyers above all others, want to know the "whys" and "hows"—want reasons. It isn't necessary or always desirable to describe the manufacture of any one part but it is necessary to describe the operation of such parts as bring greater convenience or capacity than is found in other machines of the same kind. There could be no more mistaken idea than that the prospective purchaser of a machine will not read its details if attractively presented. This is proven by the fact that the editorial columns of the best technical journals in which machine tools are advertised, invariably cover the details of every new machine of merit, spending thousands of dollars yearly for costly wax line and halftone illustrations to show the machines and their particular or exclusive features of construction, in order that their operations may be better understood. If you say that such matter is for the technical man—the machine-tool builder—I say that the machine-tool buyer is also a technical man, and frequently a builder of other machines the requirements of which are as exacting as those of machine-tools. At any rate, we know perfectly well that, as a general thing, we begin to think about making purchases of consequence sometime in advance of the actual purchase, and that from the time

we begin to think, even remotely, about buying, every scrap of information about the article we have in mind has some interest for us. If we find that article or a similar one described in a full page magazine ad, we generally have the time to read it through if it does not look wholly discouraging. We don't resent a few extra details; in fact, we're looking for information and we can't get too much of it. Of course there's the man who is going to be a customer a year or two hence, and who hasn't yet any idea of buying the machine you make, or one of its type. If you can keep him interested in your ads by making them interesting and informative—good reading even to those who have no present need of your product—you educate him as to its merits and when the need arises for a tool of the type you make, the man who wasn't especially interested discovers that he has gradually and almost unconsciously informed himself about your particular tool, knows more about it than any other and has become prejudiced in its favor. Even if an intending buyer writes to every concern advertising the kind of tools he wants, that advertiser who has given him important details and other information in the advertisement, has given him something to think about while he is waiting to get details from those who fail to include them in their advertisements and has a real advantage over them. But don't try to get all the details and all your talking points into one ad. It isn't good advertising to do so, even when you have plenty of space. It's always better to keep a few good arguments and strong points in reserve for future ads. It's hard to say, with any sort of certainty, whether it's better to print the names of all your agencies in every ad or to leave them off. The names of the foreign agents should be printed in the few papers which really have a foreign circulation among machine tool buyers (one American machine-tool paper has an English edition printed in England and circulated abroad to the extent of 3,500 copies weekly. American ads being repeated without additional charge). but the do-

(Continued on page 22.)



THE NEW ST. PAUL DAILY NEWS BUILDING.

ST. PAUL'S POPULAR DAILY.
THE DAILY NEWS NOW
IN NEW BUILDING.

The St. Paul *Daily News* is now occupying its new building, which is one of the most up-to-date in the West. The paper will finish its third year March 1, 1903, but it has already won for itself a recognized place in that field. Few new publications have ever equaled this record.

It is the only one-cent newspaper in St. Paul, an independent evening paper that reaches the prosperous buying public. Its net guaranteed

circulation for December, 1902, was 32,066; not only in circulation but in volume of advertising carried it is second in the field by a wide margin.

In 1902 *The Daily News* made a gain in foreign advertising of 171 per cent over 1901. The rate—a flat rate of five cents per line—is guaranteed to be the rate paid in every instance *without exception*.

The St. Paul *Daily News* is one of the "Good Luck" newspapers represented in New York by James Antisdell, 52 Tribune Building, and in Chicago by C. D. Bertolet, 705-7 Boyce Building, to whom correspondence should be addressed.

mestic agents' names might well be left out in many cases. If they are omitted, the possible customer must write to you direct for any information he may desire about your machine. You know, immediately, that he is in the market and know pretty nearly what sort of a tool he wants. You can refer him to your nearest agent, where he may see your machine, and, at the same time, you can tell the agent of the inquiry so that if the buyer does not communicate with him, he can take the matter up with the buyer and follow it to its conclusion. This may seem a very indirect way, but it brings the inquiry direct to you and gives you the chance to follow it up and see that your agent gives it proper attention. It keeps you in closer touch with the market, and you know what's going on. It has another advantage of no small importance. It enables you to more easily determine which of your advertising mediums are paying and which you can cut off without cutting off business. Your agent may be the best fellow in the world, but he is only human and it's perfectly natural for him to say, when sending in an order, that he secured it with considerable difficulty and by personal solicitation, perhaps forgetting altogether, or forgetting to mention, that the buyer spoke of having been interested in your advertising in a certain paper. I am not accusing the agent of deliberate dishonesty, for I believe that if he thinks at all of the paper's part in the sale, he feels that it was not really so large a part: that it was solely through his efforts that the sale has finally effected, and that the publisher gets all the reward he is entitled to or wants when he is paid for the space. The importance of printing foreign agents' names lies principally in the fact that the foreign buyer who is in a hurry for a machine has no time to waste where three or four weeks must elapse before he can get an answer to his letter, and you must send him direct to an agent in his own country, who, perhaps, will understand his language, his needs and how to get his order, a great deal better than you do. If you are using a number of adver-

tising mediums you ought to find out, as quickly as possible, which of them are paying and which are not. Most advertisers judge of this by the comparative number of inquiries from the different mediums, but a great deal more depends upon the character of the inquiries than upon the number, and the only correct test is the comparative number of sales made as results of such inquiries. Many advertisers attempt to check up results by means of a key—"Dept. M," for instance, a postoffice box number, an incorrect street number, sometimes even a rearrangement of initials or spelling in the firm name, and in endless other ways. Most of such methods are far from satisfactory. Most people who have occasion to address the larger concerns know perfectly well that their communication will not only reach its destination promptly, without any street number at all, or for that matter, without even the name of the street, but that it will get proper attention without being addressed to any particular department, so such keys frequently fail to work. Perhaps the most satisfactory key yet devised is the use of a distinctive title for your catalogue, booklet or the first bit of printed matter sent in response to inquiries. The Bickford Drill & Tool Company of Cincinnati, O., had the right idea when it named a booklet "56 Points of Vantage" and advertised it by that name, for free distribution. Probably, even now, some people write them for a copy of "your booklet," but most of them will ask for it by name. That's a particularly good title too, because it not only serves as a name for the booklet, but implies a great many advantages in the use of a Bickford Drill. If the same booklet is advertised under the same name in a number of papers at the same time, it loses its value as a key, and some further means of identification is necessary. The only key, other than those already mentioned, that seems worth while is made by giving the catalogue or booklet a different number in each publication, a practice common among machine-tool advertisers.

JOHN A. THOMPSON.

The Cincinnati Post

leads its field.

MERIT TOLD IN FIGURES.

118,231

Inches of Local Display Advertising in THE Post during 1902. This is

18,998

Inches more than THE Post's evening contemporary published.

Overwhelming volume of local display advertising gives forceful evidence of superior merit.

The above is Local Display Advertising, and does not include Office, Classified Liners, Reading Matter, Legal Advertising or Railroad Time Tables.

THE CINCINNATI POST is not controlled by any of the great public corporations of Cincinnati, does not subserve the interests of political cliques and has no friends to please other than its readers.

THE CINCINNATI POST brings quick results to its advertisers, because it reaches the buying classes.

THE SCRIPPS-McRAE LEAGUE

The Cincinnati Post
The St. Louis Chronicle

The Cleveland Press
The Covington (Ky.) Post

FOREIGN ADVERTISING DEPARTMENT.

D. J. RANDALL,
Tribune Bldg., New York.

I. S. WALLIS,
Hartford Bldg., Chicago.

COMMERCIAL ART CRITICISM.

By George Ethridge, 33 Union Square, New York.

"Pictures That Really Illustrate" was the title of a very excellent article which appeared in a recent number of **PRINTERS' INK**. The following is an excerpt:

"The picture that illustrates the ad as a whole is the latest and strongest advertising illustration that has been evolved."

This is most assuredly a fact, and the picture herewith reproduced is an example of bad judgment in this vital respect. The picture

interior of a Pullman car. All the little accessories and modern improvements are easily introduced into a picture and convey positively and emphatically that they are employed by the railroad using the advertisement in which they appear. It would have been far better to have shown a car interior, or something equally closely connected with a railroad, than to have used this picture of an unattractive woman, getting into an extraordinary vehicle, the nature and style of which it is impossible to determine. However, as the purpose is to show improvement in actual advertising pictures, we have simply taken the advertisement as



No. 1.


does not illustrate railroad advertising either as a whole or in detail. The woman in the picture might be just on the point of going shopping or anywhere else. She is not dressed for travel, carried no wraps or baggage to indicate that she is starting upon a railroad trip. There should be a certain harmony in every composition, and the figure in this picture does not impress one as a fashionable woman, fond of luxury and accustomed to clanking harnesses and liveried coachmen, which, we assume, the artist who produced the illustration marked No. 1 intended to convey. The convenience and luxuries to be found in the modern car are best depicted by the elegant



No. 2.

it stands here, eliminated some of the useless details in the background, enlarged the proportions of the woman and endeavored to give her the style and manner a fashionable woman is supposed to possess, as well as to make a different disposition of the black and white, and thereby secure a better contrast and stronger effect. Mr. Ethridge will extend advice and criticism sent to him by readers of **PRINTERS' INK**, on questions of commercial art, free of charge.

"Truth takes the short cut; lies go round about." The advertiser who believes in his business generally goes directly to the point and leaves preamble to the man who is trying to make people believe in that which he has no faith in himself.—Jed Scarborough.

There are
 more

TRIBUNES

sold every day within
the corporate limits
of the City of Min-
neapolis than all the
other local English
daily publications
combined

*See report of the Association
of American Advertisers*

GABLER PIANOS.

Mr. John W. Keyes, who directs the advertising of E. Gabler & Bro., manufacturers of pianos, 208 to 224 East 22nd street, New York, imparted the following views upon advertising pianos to the representative of PRINTERS' INK, recently. Demonstrating its development, he shows what this concern has done and is doing.

"Mr. Keyes, would you kindly give a succinct story of your advertising experience?"

"Replying to your request, I can say: Mr. Earnest Gabler began the manufacture of the Gabler Piano in this country in 1854. At the outset Mr. Gabler had enough means to make and market a high-grade product; consequently the Gabler policy, from the beginning, was to manufacture an artistic instrument. During the half century the piano has been made, the firm has not swerved from a devotion to art ideals in the conception and production of the instruments bearing its name.

"In the earlier years of the piano business, there were very few piano dealers who had means to canvass and work extended territory; consequently the output of a factory was sold through the large houses who had quite a large territory—sometimes several States. Until within the last decade, pianos were not generally advertised from what we term a general publicity standpoint; instead, pamphlets, booklets, catalogues and general novelties bearing the imprint of the piano maker were distributed largely in the stores of the piano dealers, at county fairs and by mail, but newspapers, magazines and other periodicals were not extensively used. When the popular magazine came into general vogue with a large subscription list, and manufacturers of pianos found they could exploit the name of their product more profitably with their use, they began to use magazines quite largely in making the name of their respective products known to the general public. The dealers and agents began by that time, to use the daily press for individual local advertising."

"I suppose that in those days you simply sought to get publications with the largest circulation?"

"No. Even then we used discrimination. In selecting publications in which to advertise the Gabler Piano, mediums were selected with the object in view of reaching not alone the largest number of people but to the largest extent the class of people who purchase or who influence the purchase of a piano."

"That is true, and I think generally recognized. But where it is so difficult to ascertain, is it not better simply to use one's best judgment and keep on advertising, observing closely and trying to discover who influences purchases on the article advertised?"

"Yes, I believe the keynote of an advertising policy to be that the advertiser should, by using all the means available, determine as accurately as possible the class of people who are buyers of the product he offers for sale. In a general way, every manufacturer knows of people who are buyers of the product he offers for sale. In a general way, a manufacturer knows, to a large extent, the class of people who make use of the article he makes, but it is vital for him to know also who in the family it is that purchases or influences the purchase of the article. The class of people who use it are not always the class of people who make the purchase. For instance, in the purchase of a stringed musical instrument, such as a violin, mandolin, guitar and kindred instruments, it has been found that the mother or the father in the family have very little to do with the purchase of these instruments. One manufacturer whom I know spent the time necessary to determine exactly what percentage of purchases was influenced by the teachers, or bought by them. He was surprised to learn that nearly 80 per cent were either purchased or influenced by the teachers."

"The players themselves then only determined the kind of instrument to be used in 20 per cent of cases?"

"Not even 20 per cent. About 10 per cent of the purchases were

(Continued on page 28.)

Three Years of Progress

In three years **THE OMAHA DAILY NEWS** has made a growth unparalleled in newspaper history. From a small and modest beginning of a four-page paper, it has grown to an eight-page—many days ten, and many days twelve pages, with a twenty-four page Sunday edition.

The advertising patronage has grown
from 7,357 inches in December, 1899,
to 9,398 inches in December, 1900, to
15,261 inches in December, 1901, to
19,534 inches in December, 1902. . . .

THE DAILY NEWS is the recognized "Want Ad" medium of Omaha. The circulation of **THE OMAHA DAILY NEWS** has also shown as remarkable a growth:

In December, 1899, it was 11,436 Daily
In December, 1900, it was 20,034 Daily
In December, 1901, it was 26,624 Daily
In December, 1902, it was 34,534 Daily

The paid circulation of **THE OMAHA DAILY NEWS** for the past six months has been many thousand daily more than any other paper published in Nebraska, both morning and evening editions combined.

FOREIGN ADVERTISING DEPARTMENT.

B. D. BUTLER, MANAGER.

705 BOYCE BLDG. CHICAGO.

TEL. 491 CENTRAL.

CHAS. D. BERTOLET.

52 TRIBUNE BLDG. N. Y.

TEL. 2807 JOHN.

JAS. F. ANTISDEL.

made for small children by the mother or the father, and 10 per cent by the player—the young man or the young woman. The popular magazine, he found later, was the kind of publication that reached this class of buyers; not only in the number of inquiries for catalogues but in the number of sales when the inquiries were followed up, the popular magazine was, by far, the most valuable advertising medium. On the other hand, in the sale of a piano, the reverse condition obtains. The mother of the family enters almost exclusively into determining the make or kind of piano that goes into the home. At times there is a price restriction that will prevent her getting the piano she wants, but in the end she has the say in its selection, consequently, the woman's magazine is the most valuable publication to reach piano buyers."

"What other mediums do you find effective?"

"Street car and bill-board advertising to some extent. Street car advertising is done locally by the retail dealers. Some manufacturers furnish the cards where a dealer agrees to purchase the space and use it. Large sheets for bill board display are also sometimes furnished by the manufacturer where dealers will put them out and see that they are given prominence. I do not believe that this advertising is as effective as the magazine; but it, of course, is a help."

"How about illustrations and position?"

"In the magazines, position is certainly valuable; at least every one believes it to be so as evidenced by the fact that every advertiser tries to secure it. There is no doubt that everyone regards the outside cover page as much more valuable and different advertisers have conflicting ideas as to the most valuable position inside. Illustrations are valuable in preparing copy and the most artistic manner in which they can be gotten up is the most effective, certainly for pianos. I think a great deal of loss is sustained by paying a high price for valuable space and then throwing it away with poor display as well as poor copy. In connection with copy, many advertisers,

new in the business—and I must include myself in this number—expect too much of the advertising agent. No agent, no matter how expert a writer he may be or in what excellent manner he may dress and round a sentence to make it attractive and appealing to the buyer, can write an advertisement as strong as the maker of the article to be sold, as the agent does not and cannot know the technical points in the various industries that should be brought out most clearly in demonstrating on paper the value and quality to be impressed upon the buyer. Any concern that contemplates a general advertising campaign, to get the largest meed of success must have its advertising handled by a man who knows the entire business of his line, knows what is good in it and why, and also in what manner his article is better than his competitor's as well as the education necessary to dominate the mind of his readers in the manner in which he prepares his copy."

"What are your views on trade journals, Mr. Keyes?"

"The function of the trade journal is an old story which has been discussed many times. In my opinion there will always be a class of advertisers who will not value the trade journals. On the other hand, many others believe that the trade journal is valuable to them in their general talks to the retail dealer. I am an advocate of the trade journal. We can use the trade journal more effectively for certain purposes than any other method in reaching the trade; and believing this, we are fairly liberal users of these papers. I have vet to find any carefully prepared advertising that has proved unprofitable for us." J. W. SCHWARTZ.

To keep up with the times, the merchant must keep up with the things that are being advertised.—*Progressive Advertiser.*

EVERY man has his own plan—each believes his better than the other fellow's. This is true in medicine, food, clothing, books, soap—everything that people buy and use. All this makes monopoly impossible. If you have a good thing push it to the front, diversity of opinion will make it possible for you to find a market right in the midst of competitors.—*Jed Scarborough,*

ARIZONA KICKLETS.

We understand that Major Callahan has referred to us as a jackass and a dude. We shall take early occasion to meet the major and give him opportunity to confirm or deny. We'll bet two to one he denies.

During the year 1902 we told more than fifty lies about the circulation of the *Kicker*. Our object was not to deceive advertisers, but to keep pace with the bragging editors of New York. Our readers may look for almost any sort of claim on our part during 1903.

We shall not aim to make the *Kicker* any better during 1903 than it has been for two years past. It stands at the front in our opinion, and those who differ with us can subscribe to some other sheet. It's worth the subscription even to a Chinaman.

We hope during the year to be able to get sight of the editor of the *Lone Jack Recorder* for about five seconds, and if successful we promise him a limp that will take up all his time for at least sixty days. No hard feelings, you know, but we just want to improve his gait.

The *Kicker* is now publishing an average of ten murder cases per week in order to meet the literary wants of certain subscribers. We may run the number up to fifteen during 1903, or we may cut them down to five. We don't propose to bind ourself about the matter, as we did last year.

While we now hold the honored position of editor, postmaster, mayor, senator and deputy United States marshal, we feel that we could easily take care of two or three more, and shall do our level best to gather them in. We know of no reason why an editor should let a good thing get past him.

We notice that some of the weeklies of this State are announcing that they will put in new presses during 1903. We have no such surprise in store. Our old Potter press, with a Chinaman or a halfbreed at the crank, will continue to do duty for several years to come. We do not wish to be behind our contemporaries in enterprise, but we don't propose to mortgage our office for the sake of putting on scollaps.

Last week we buckled on our guns and called on all the lawyers in town and cleared off the libel suits hanging over the *Kicker*. During the year 1903 the party who begins a suit against us without good and sufficient reasons will receive a personal call from us to be remembered for several years to come. When we wrong a man we will apologize, and if he isn't satisfied with this he'll have to take it out in shooting.

Two things comes to the merchant who sits down and waits for business—poverty and death.—*White's Sayings*.

THERE is a lesson for advertisers in the violet—keep your ads so simple that even the most unlearned will understand.—*White's Sayings*.

DECAY OF THE WEEKLY.

The weekly press of New York and of the United States generally is in a bad way; it has been going from bad to worse in circulation, advertising patronage and financial standing for the past fifteen years or so, ever since the New York morning papers began their large and special Sunday issues. Within the past few years another source of fierce competition has appeared to make the burdens of the weekly press heavier—namely, the large and special Saturday editions of the New York evening papers, with their fine illustrations, their different literary departments and their attractive magazine features. When you speak of the weekly press of America you mean the press of New York, for there are no other weekly papers published in the United States. Boston has not one worthy of the name; it never had, and there is but one in Philadelphia. I saw what was coming, the decline of the weekly press, eight or nine years ago, and I made preparations to "stand from under;" in other words, I determined to sell the *Home Journal*. Among those whom I approached, as possible purchasers, were the late George W. Childs, and the very much present Frank Munsey. The former declared that he would "not touch a weekly paper with a ten-foot pole." Mr. Munsey, with his brilliant foresight, answered: "No; the weekly press is being crushed between the upper and the nether millstones, the cheap penny dailies and the ten cent monthlies. The weekly press is doomed."—*Morris Phillips in the New York Journalist*, Jan. 10, 1903.

THE size of a business is not half so interesting to the public as the reasons of its growth.—*Jed Scarboro*.

THE advertiser who is better than his word is better than the man who just barely fills the measure of his promises.—*Jed Scarboro*.

Classified Advertisements.

Advertisements under this head two lines or more without display, at cents a line. Must be handed in one week in advance.

WANTS.

THE TIMES-DEMOCRAT, Charlotte, N. C., leads all semi-weeklies in the State.

THE CHARLOTTE NEWS heads the list of afternoon papers in North Carolina.

WANTED—Young married man as advertising manager. State experience and wages desired. DAILY TIMES, Portsmouth, O.

MORE than 200,000 copies of the morning edition of the World are sold in Greater New York every day. Beats any two other papers.

I AM a young man. I am advertising for a large retail business. I know how to conduct an advertising department. I want a change. Write "ENERGY," Printers' Ink.

MANAGER of want adv. dept. would like to open up or take charge of this dept. for good live daily. Now in charge; very successful; original ideas. "CONFIDENTIAL," P. I.

A DWRITER—Correspondence, circulars, catalogues, m. o., etc. Am artist, printer, photographer, newspaper man. Age 30; reasonable salary. "ARTIST," 908 E St., N. W., Wash., D. C.

A DVERTISING MAN, doing \$10,000 per annum for class journal of limited field and circulation, desires appointment of broader scope both ways. Address "RESULTS," Printers' Ink.

PRACTICAL web pressman and stereotyper with 15 years' experience, wants permanent position. Will go anywhere. Married, temperate; good references. "D," care Printers' Ink.

ALL newspaper circulation managers to write for prices and samples of the ten different books published by us and written by Murat Halstead. They make paying premiums. Over 4,000,000 sold. Enormous demand for his latest books. THE DOMINION COMPANY, Dept. D, Chicago.

A NEW YORK Advertising Agency wants an outside man, young, of good address, civil, persistent, but not cheeky; having some knowledge of the comparative merits of local newspapers and desiring to learn the business—which is a very good one. State age, previous employment, salary expected, and name one or two references. For the right man this is a good offering. Address "ADVERTISING AGENCY," P. O. Box 673, New York City.

A n advertising agency has an attractive job for a young man who knows how to put words together, knows a good drawing or good printing when he sees it, and knows that he wants to work. Somewhere is just the right fellow for the job. Maybe he is in a newspaper office or a department store or a print shop. If you feel that you are it, better send pedigree, photograph and samples of things you have done—and inclose return postage.

Address "L. D.,
Care Printers' Ink.

ENGLISH AGENCY WANTED for household article likely to command extensive trade; advertiser, 35, has had exceedingly successful career as merchant's manager. Desires good agency on payment by result basis. Exceptional organizing ability. Credentials right. Good firms only. Address SPENCER, 59 Inderwick Road, Hornsey, London, N., England.

PRINTERS' MACHINERY.

WE BUY, SELL OR EXCHANGE Printers' machinery, material and supplies. Type from all foundries. Estimates cheerfully furnished. Quality above price. CONNER, FENDLER & CO., N. Y. City.

FOR SALE.

COPYING pad for duplicating letters, circulars, etc. Formula 35c. F. KIMBRO, Quincy, Ill.

BEST cash offer takes file PRINTERS' INK 6 years to Jan., '98. G. SNYDER, 2267 Adams St., Chicago.

THE CHARLOTTE NEWS and TIMES-DEMOCRAT have the largest circulations in the best city and county in North Carolina.

YOU can buy space in the Charlotte NEWS as reasonable rates. It carries more advertisement than any other North Carolina daily.

SPACE for sale in every issue of FACTS AND FICTION at 25c. per line. Circulation 75,000 monthly. It pulls results that pay. FACTS AND FICTION, Chicago.

FOR SALE—Morning and Semi-weekly in city 25,000 pop., Central States, Cox Duplex, folder attached, Gordon jobber, motor, Simplex, complete outfit type, etc., latest designs, inventorying \$10,000. Will be sold for less than value of plant. Easy terms. One-half interest with management if desired. Reason for selling, age and ill health. "BREALIS," Printers' Ink.

WILL sell half interest in semi-weekly making \$500 to \$500 per month for \$2,500 down and \$2,500 time. All same rate. Babcock cylinder, Golding jobber, Babcock pony cylinder and proof presses, 3 electric motors, Simplex, Victor cutter, Dexter folder, 5 imposing stones, 41 chases, wire stitcher, 3 cabinets, mailer, 165 fonts point type, 47 fonts wood type, desks, safe, etc. Gross business \$12,000. Fine opportunity for a daily. City nearly 20,000. Large industries. Good outside field. Must get away from office. "CATO," care Printers' Ink, New York.

CALENDARS.

MOST artistic line of advertising calendars ever offered. Write for price list.

BASSETT & SUTPHIN,
45 Beekman St., New York City.

PREMIUMS.

MURAT HALSTEAD'S books have had remarkable sales. Over 4,000,000 sold in 6 years. Demand steadily increasing. We have published 10 different books by this author. Best of premiums for newspapers and wholesalers. Satisfaction prices. THE DOMINION CO., Dept. D, Chicago.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, 31st issue now ready; free. S. F. MYERS CO., 45-50-52 Maiden Lane, N. Y.

LYON & HEALY'S NEW PREMIUM CATALOGUE now ready contains musical instruments of all descriptions, including a special cheap talking machine. \$30,000 worth of our mandolins and guitars used in a single year by one firm for premiums. Write for this catalogue to PREMIUM CLERK, Lyon & Healy, 190 Wabash Ave., Chicago.

TRADE JOURNALS.

HARDWARE DEALERS' MAGAZINE. Sample copy 10 cents, New York City.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. F. J. VALENTINE, Mfr., 175 Vermont St., Buffalo, N. Y.

MAILING MACHINES—No type used in the Wall-to-Wall Addressing Machines, which address wrappers, envelopes, etc., at the rate of 100 per minute. A card index system of addressing, a great saving of time and money, used by Printers' Ink, Butterick Pub. Co., Cosmopolitan Mag., Leslie's Mag., the Ellis Co., A. D. Porter Co., Comfort, Augusta, Me.; Cushman Couple, Boston, Mass.; W. B. Conkey Co., Home Life Pub. Co., Chicago; Press Pub. Co., Lincoln, Neb., and scores of others throughout the country; write us for terms and circulars. WALLACE & CO., 29 Murray St., N. Y. City.

EXCHANGE.

EXCHANGE what you don't want for something you do. If you have mail order names, stock cuts or something similar, and want to exchange them for others, put an advertisement in PRINTERS' INK. There are probably many persons among the readers of this paper with whom you can effect a speedy and advantageous exchange. The price for such advertisements is 25 cents per line each insertion. Send along your advertisement.

STEREOTYPE OUTFITS.

COLD Simplex stereotyping outfit, \$13.50 up. Two engraving methods, with material, \$2.50. Foot-power circular saw, all iron, \$37. HENRY KAHRS, 240 E. 35d St., New York.

ADDRESSES FOR SALE.

5,000 TO 7,000 names of poultrymen and farmers for sale. NATE COLLETT, R. 4, Edinburg, Ind.

SUPPLIES.

WD. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade. Special prices to cash buyers.

MISCELLANEOUS.

PUBLISHERS wanted to insert pulling co-operative advertisements. SUCCESS SUPPLY CO., Santa Rosa, Cal.

YOU can get a fac-simile reproduction of the Declaration of Independence by sending 20 cents stamps to Lock Box 1,000, Hawley, Minnesota. Will attract more attention than a thousand-dollar painting.

FOLLOW-UP SYSTEMS.

PRINTED matter telling all about them free
THE SHAW-WALKER CO., Muskegon, Mich.

ADVERTISING MEDIA.

25 CENTS per inch per day; display advertising,
flat rates. **ENTERPRISE,** Brockton, Mass.

40 WORDS, 5 times, 35 cents. **DAILY ENTERPRISE,** Brockton, Mass. Circulation 8,000.

POPULATION, city of Brockton, Mass., 40,063
The Brockton ENTERPRISE covers the city

ADVERTISER'S GUIDE, New Market, N. J.
A postal card request will bring sample copy.

35 WORDS, one month, 35c., classified column,
Circulation 75,000. **FACTS AND FICTION,**
334 Dearborn St., Chicago.

ANY person advertising in **PRINTERS' INK** to
the amount of \$10 or more is entitled to re-
ceive the paper for one year.

TOWN TALK, Ashland, Oregon, has a guaran-
teed circulation of 2,500 copies each issue.
Both other Ashland papers are rated at less than
1,500 by the American Newspaper Directory.

ONLY 50c. per line for each insertion in entire
list of 100 country papers, located mostly in
New York, New Jersey and Pennsylvania.
UNION PRINTING CO., 15 Vandewater St., N. Y.

THE YOUNGSTOWN, O., VINDICATOR, lead-
ing newspaper in Eastern Ohio. Daily, Sun-
day and weekly. Circulation statements and
rates for space of **LA COTE & MAXWELL,** Nas-
sau Beckman Bldg., N. Y. City.

\$10 will pay for a five-line advertisement
four weeks in 100 Illinois or Wisconsin
weekly newspapers. **CHICAGO NEWSPAPER**
UNION, 10 Spruce St., New York. Catalogue on
application. 100,000 circulation.

50,000 GUARANTEED circulation, 15 cents
a line. That's what the **PATH-
FINDER** offers the advertiser the first Saturday
every month. Patronized by all leading mail-
order firms. If you are advertising and do not
know of the **PATHFINDER,** you are missing
something good. Ask for sample and rates.
THE PATHFINDER, Washington, D. C.

THE FREEMAN, the national organ of the
Negroes. It is supreme in this field. A val-
uable mail-order medium reaching a class of cus-
tomers not now reached by your present system
of advertising. Advertising returns are the con-
vincing arguments of its circulation. Not to sur-
prise you would surprise us. Advertising rates
on application. **GEO. L. KNOX,** publisher, In-
dianapolis, Ind.

THE NATIONAL FARMER AND STOCK
GROWER is a high-class monthly farm pa-
per with a strong leaning toward live stock rais-
ing. It reaches the best agricultural constitu-
ency and has the largest circulation in its class.
Guaranteed circulation 100,000 copies each edi-
tion. For advertising rates address any up-to-
date agency, or the publisher, **PHILIP H. HALE,**
418 Granite Building, St. Louis, Mo.

PRINTERS.

IF you are not satisfied where you are, try us.
We do all kinds of book and newspaper
printing promptly and satisfactorily. **UNION**
PRINTING CO., 15 Vandewater St., New York.

A SMALL SPACE WELL USED.
How often you hear somebody say: "Now
there's a small space well used. It stands right
out of the paper."

The bold typographical arrangement caught
the eye and made that small ad stand out more
prominently than one twice its size, but not so
well displayed.

One of the things we particularly pride our-
selves on, is this ability for setting advertise-
ments that are bound to be seen, no matter what
position they occupy in the paper. Your local
printer probably has not the equipment for doing
this that we have, probably he doesn't know
how as well as we do.

We furnish electrotypes too, if you like.
This is one of the things we do for advertis-
ers—the printing of catalogues, booklets, cir-
culars are some of the other things.

We make them stand out of the crowd too.
PRINTERS' INK PRESS,
10 Spruce St., New York.

COIN CARDS.

33 PER 1,000. Less for more; any printing.
THE COIN WRAPPER CO., Detroit, Mich.

BOOKS.

DEPARTMENT STORE DIRECTORY.
\$1 postpaid. 253 Broadway, New York.

HALF-TONES.

PERFECT copper half-tones, 1-col., \$1; larger
10c per in. **THE YOUNGSTOWN ART EN-
GRAVING CO.,** Youngstown, Ohio.

A LWAYS good half-tone from good copy.
Price low, service quick. **STANDARD EN-
GRAVING CO.,** 61 Ann St., New York.

ADVERTISEMENT CONSTRUCTORS.

A. B. MERRITT, writer and printer of adver-
tising, Grand Rapids, Mich.

WHAT'S bothering you? I write ad copy for
busy people. **JED SCARBORO, Bklyn, N. Y.**

EDWIN SANFORD KARNs, writer and pro-
moter of profitable publicity, 671 East Forty-
third St., Chicago.

MAIL-ORDER ADVERTISING written and
planned. Schemes devised. **EUGENE KATZ,**
Boyce Bldg., Chicago.

FOR original, attractive ads that draw busi-
ness, address **J. J. ELLSWORTH,** Advertiser
and Designer, Buffalo, N. Y.

HENRY FERRIS, his [FF] mark.
915-920 Drexel Building, Philadelphia.
Ad-writer, designer, adviser.

ILLUSTRATED advertisements at low cost for
bankers and retailers. Best made. Send
business card. **ART LEAGUE,** New York.

THE MISSES HOFFMAN,
1300 Woman's Temple, Chicago, Ill.
Advertising designers, writers and illustrators.
Insurance, telephone, savings bank ads special.

A SERIES of strong form letters is a mighty
good business-getting machine. It's work
I like because I can do well what is, as a rule,
badly done. **BENJAMIN SHERBOW,** Advertiser,
1010-1021 Market St., Philadelphia.

A DWRITERS and designers should use this
column to increase their business. The
price is only 25 cents a line, being the cheapest
of any medium published considering circula-
tion and influence. A number of the most suc-
cessful advertisers have won fame and fortune
through persistent use of this column. They
began small and kept at it. You may do like-
wise. Address orders, **PRINTERS' INK,** 10 Spruce
St., New York.

OBJECT LESSONS.

O I make Catalogues, Booklets, Price Lists,
Circulars, Folders, Mailing Slips and Cards, News-
paper, Magazine and Trade Journal Advs., etc.,
etc. I also make a practice of sending out sam-
ples of these things to talk for me to those whose
patronage I seek. A letter suggestive of possible
new business for me rarely fails to secure for its
writer a goodly lot of such samples from

FRANCIS L. MULLER,
402 Sansom Street,
Philadelphia.

No. 13.

SOME commendable advertising is being done
for maple syrup and honey by the firm of
Hildreth & Segelken, 265 Greenwich St., New York.
During the past few months folders and mailing
cards have been used to explain the difference be-
tween the pure and adulterated varieties of these
products, the literature being sent to consumers
with a view to securing direct trade, and stress
being put upon the average grocer's inattention
to these articles of food. The latest piece of litera-
ture is a forceful folder offering trial quantities
of these dainties with special reference to the
Suckiest season. A convincing fac-simile type-
written letter accompanies it. All matter used
in this campaign is prepared by **Edmund Bartlett,**
150 Nassau St., New York.—**PRINTERS' INK,** Feb.
4, 1903.

Good Product advertising is one of my special-
ties. I handle a limited number of clients and
put time and thought (and experience) enough
into the work to produce something worth while.
My folder on request.

EDMUND BARTLETT,
150 Nassau St., New York.

Our Greatest Year!

SPLENDID PROSPERITY OF THE "PHILADELPHIA ITEM," DAILY AND SUNDAY...

THE LARGEST CIRCULATION

Magnificent Success of the Only Stalwart Republican Paper in Philadelphia—Republican Plurality in Pennsylvania in November 176,410, and they all read "THE ITEM."

Fifty-Six Years of Continuous Success

Greatest "Want" Advertising Newspaper—Special Telephone Branches for "Want" Ads—Only Paper Having Two Complete Newspaper Plants—Fifty Special Wholesale Delivery Wagons—250 Special Carriers—3,000 Stores and Agents.

Jan.	Feb.	March	April	May	June
5,454,700	5,193,000	5,876,800	5,785,800	5,842,500	5,696,800
July	Aug.	Sept.	Oct.	Nov.	Dec.
5,805,300	5,929,200	5,708,600	6,076,700	5,890,100	5,675,200

Total for 311 week days, 58,326,200

Daily average circulation, 187,544

Total for 52 Sundays, 10,608,500

Sunday average circulation, 204,000

City of Philadelphia, ss:

Personally appeared before me, the subscriber, Frank S. Harrison, Magistrate, Court No. 5, of the said city, HARRINGTON FITZGERALD, who, being sworn according to law, doth depose and say that he is Manager of "THE PHILADELPHIA ITEM;" that to the best of his knowledge and belief the above shows the circulation of "THE ITEM" from January 1st, 1902, to December 31, 1902, inclusive, and further deponent saith not.

Sworn and subscribed before me this }

HARRINGTON FITZGERALD

6th day of January, A. D., 1903. }

FRANK S. HARRISON, Magistrate, Court No. 5.



S. C. Beckwith

TRIBUNE BUILDING, New York City.

20% increase in rates on and after March 1

D. L. Ward & Co.

PAPER

Wholesale and Retail

PHILADELPHIA, Dec. 31st, 1902.

619 and 621 Jayne St.

Proprietors "PHILADELPHIA ITEM."

GENTLEMEN:

From the amount of paper you are using, the circulation of the "EVENING ITEM" cannot be less than 180,000 to 190,000 every day.

The circulation of the "SUNDAY ITEM" varies from 195,000 to 200,000. Of course, during big excitement your circulation is much greater.

I beg to thank you for your confidence in my judgment, by giving me your very large order for 1903.

Very truly yours,

D. L. WARD & CO.

With **Special Agency**

City. TRIBUNE BUILDING, Chicago.



PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$50, or a larger number at the same rate.

Publishers desiring to subscribe for *PRINTERS' INK* for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving *PRINTERS' INK* it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line: six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, FEB. 11, 1903.

"If you want to be noticed you must get in front of folks and worry 'em some."—*Josh Billings*.

AN examination of the last issue of the American Newspaper Directory shows that the entire number of periodicals in the United States credited with regular issues exceeding 40,000 copies is 267, and of these 57 are published weekly.

FROM the Colonial Advertising Company, 140 Nassau street, New York, come four recent productions—a large booklet for Peter Dawson's Scotch Whiskies, lithographed in colors, and three posters for the Philadelphia & Reading's "every hour on the hour" train service between New York and Philadelphia. Each is thoroughly artistic in the mechanical sense, and each embodies clear, forceful ideas in a way that gives high advertising value.

THE London *Express* states that appendicitis insurance is now being written in England. Policies are issued upon payment of a premium of five shillings, and \$1,000 is paid if the holder contracts the derangement. This indemnity covers cost of medical attendance, with a trip to the seaside for convalescence. Where death occurs, however, the liability of the underwriters ceases. Here is a form of insurance that would unquestionably have an amazing vogue if properly advertised in the United States, for it would satisfy a real demand.

THE publishers of the *Skandinaven*, the leading daily and semi-weekly Scandinavian paper in America, send out desk calendars, which must prove rather costly advertising even if only a limited number is sent out. The elegant pad contains an adjustable calendar and a neat clock with French beveled and gilt dial. The Little Schoolmaster honestly believes occasional quarter pages in *PRINTERS' INK* would prove more effective and less expensive advertising for such an excellent publication as the *Skandinaven* is known to be.

MARK TWAIN recently advertised in *Harper's Weekly* for a copy of Mrs. Eddy's "Miscellaneous Writings," which he has been unable to procure because the Christian Science publishers refuse to sell to him. The book is to be used in connection with his articles upon mental science. Mark uses space in *Harper's Weekly* with considerable regularity. A few weeks ago he advertised for a comprehensive obituary notice of himself, and a few weeks before that he offered his skull to a medical college. Taking it by and large, no list of representative American advertisers can be complete without the name of Mark Twain.

A VERY complete retail campaign has been mapped out for dealers who handle the music rolls made by the Perforated Music Roll Company, 10 West 23rd street, New York. Electrotypes of attractive newspaper ads form the basis, and these are supplemented with a series of neat mailing cards. Store concerts are also suggested, and stress is laid upon the importance of taking advantage of operas and other musical attractions that come to the dealer's locality. Where store concerts are given the company furnishes invitations and programmes free of cost. The campaign is outlined in a neat booklet showing specimens of electrotypes. As a trademark the company has adopted the "Perfection girl." Music rolls are not especially susceptible to illustration, and this method of using pictures is extremely clever.

MR. N. M. SHEFFIELD, 84-85 Tribune Building, New York, has been appointed Eastern advertising representative of the Toledo *Times* and the Toledo *News*, succeeding the Vreeland-Benjamin special agency.

PRINTERS' INK, which we receive regularly, is always a welcome guest, and we consider it one of the most practical, valuable and thought-provoking publications that comes under our observation.—*Chas. H. Slack, Grocer, 45, 47 and 49 Randolph street, Chicago.*

A PUBLICATION'S censorship of the advertising admitted to its columns gives a ready index to its advertising value, as a rule. The good name borne by every publication that regularly refuses objectionable advertising is a perpetual band between readers and advertisers, growing stronger with the years. Advertising in such mediums commands a wider reading because readers rely upon it, and a higher percentage of replies is assured for the same reason.

ONE of the most beautiful inserts ever put into a magazine was used by the Booklovers' and Tabard Inn Libraries in the *Outlook* January 31. It consisted of sixteen pages in three colors on cream colored paper, and advertised a sale of \$1,000,000 in the stock of these enterprises. The explanation of plans and methods of operating were very clear and interesting. On the first of January the Tabard Inn Library put into effect a new idea which will unquestionably do much to promote the sale of books in the United States. Any book purchased in any bookstore can be exchanged for a Tabard Inn book within six months of publication, provided it is in good condition and cost a dollar or more. Ten cents is paid as an exchange fee. This new arrangement applies only to members, but non-members are credited with the retail price of such a book in part payment for a membership certificate. Under this arrangement members will feel free to purchase new books, knowing that they are exchangeable for others after they have been read.

"LEADING NEWSPAPERS," a handbook for advertisers, compiled by the editor of PRINTERS' INK, is now ready for delivery. Every adwriter and every student of an advertising school should add this book to his working outfit. It's a handsome volume, substantially bound in green cloth and gold, pocket-size, and will be sent postpaid upon receipt of one dollar. Seven separate chapters give breezily written information that is valuable to every advertiser and necessary to know for everyone who intends to make a living by writing and placing advertising matter.

CLEAR-CUT frank statements of fact about one's trade is not boasting, but it is easy to fall into the latter through optimism or excess of variety.

AN insurance journal of New York City, bearing the honored and respectable name of the *Spectator*, having been handsomely treated by PRINTERS' INK, has not only failed to appreciate the good things said of it but takes mortal offense at some general remarks, not at the time supposed to fit its particular case. In a late issue is found an exhibition of ill temper and a display of venom that can only be excused by the natural impetuosity that goes with youth and red hair. The soul of good Sir Roger of the original *Spectator* would be shocked should it be permitted to read the intemperate language used by his twentieth century namesake. It is a pity!

THE Clarksville, Tenn., daily *Times-Journal* has been sold to Chas. E. and Winfield Jones of that place.

MR. F. JAMES GIBSON, secretary of the Sphinx Club, is for a few weeks' rest at the Holy Inn, Pinehurst, N. C., a place which Mr. Gibson characterizes as a delightful one.

THE Sprague Publishing Co. of Detroit sends out the following circular to advertisers:

Advertisements sent us for insertion in the *American Boy* will be censored with even greater care than has ever before been exercised by us. No advertisement will be accepted which is at all misleading in its phraseology. For instance, where agents are wanted and work is to be done in order to secure a premium, the word "Free" will not be permitted as descriptive of the way in which the premium is given. The word "Earn" can properly replace the word "Free" and this will not be misleading. Advertisements will not be accepted which are extravagant or misleading in their description of articles advertised. For instance, we will not take an advertisement which says or implies that \$4 will buy a \$40 watch. The goods advertised must be described accurately. The *American Boy* has not had a great deal of this class of advertising, and we believe that the advertisers to whom these objections can apply and who are now represented in the paper, are reliable, but with these, as with others, the above ruling will be strictly adhered to in future. There are many advertisers who purposely try to induce readers to write to them by wording their advertisements in a misleading manner, and this has been done to such an extent in many publications that perfectly honest dealers have felt almost forced to resort to the same means of attracting trade, but our observation is that the firms which have met with the greatest measure of success are those whose advertisements do not mislead in the slightest degree; those whose advertisements are a plain and straightforward statement of facts. People are tired of being offered something for nothing and of being disappointed, and the advertiser who wants business as well as he who respects his reputation will best attain his object by honest business-like methods. We desire that every man or woman who admits the *American Boy* into their home, and every boy or girl who receives it, may feel that at the hands of every advertiser in this one magazine at least they will have fair treatment. We want the reputation of the magazine to back up the advertiser, and we want the advertiser always to live up to the reputation of the magazine. Advertising agencies, therefore, and advertisers generally, will save themselves and us a good deal of bother if they will carefully heed what we say in this circular, as under no conditions will advertisements of the undesirable character, described above, be accepted.

THE management of every live newspaper wishes to increase business—daily—weekly—monthly. It must chiefly be gained through an increase in advertising. Advertising is a peculiar proposition to new or prospective converts. It's a force and a tool and can work destruction as well as success. An advertiser must be systematically developed. First his mind must be prepared, the field cleared, and then comes the practical, tangible proposition. PRINTERS' INK, the Little Schoolmaster in the Art of Advertising, is the pioneer to make—first, converts to advertising, then to show the young advertiser the way to success. The missionary work of PRINTERS' INK is as unique as it is successful. It works silently and surely on mind and intellect, especially on the latter. The newspapers of the United States can point to no other single factor that has done so much to enhance and develop their advertising.

On January 12 the name of the Detroit *To-day* was changed, and the paper is now known as the Detroit *Times*. The former name was adopted solely because of its novelty when the new daily was established two years ago. It gained attention immediately, where a more stereotyped patronym would have passed unnoticed. There has always been considerable discussion as to its fitness, and until the *Times* became firmly established in Detroit its publishers were quite willing that such discussion should continue. The paper is now upon a sure footing, however. Its capital stock was raised from \$150,000 to \$200,000 the first of the year, and a present circulation of 28,000 daily is claimed. Therefore, the *Times* is adopted as a name of wider scope and less likely to lead to confusion in everyday speech. Begun as a "pioneer one cent paper" less than two years ago, with inadequate capital and in the face of strong competitors, the new daily has been made a real factor in Detroit, both as a newspaper and an advertising medium. It is eminently a force to be reckoned with, and the Schermerhorn Brothers are to be congratulated upon their success.

If I were to express in one word the sentiment which every advertisement should carry, I should say Mutuality. When you show your reader that you have in mind both sides of the bargain you have secured his attention and, to some extent, his confidence. I am a believer in the spectacular, for that is what attracts the public eye and mind—spectacular language if possible, words that glow, phrases that illuminate. Bad digestion often thwarts good publicity. The gospel of cheerfulness should be preached in every business house that advertises. The only ones who have a right to growl are the credit men and the financial managers, and they should be kept from contact with employees and public. A daily price-catalogue of what the store contains does not appear to me a sufficient advertisement. There are other things to be said—gossip on fashion, new conceits, changes in the store and chat on the seasonableness of this and that. It is all small talk, to be sure, but small talk to a definite purpose. The show window is a never ending subject for comment, and such comment is a stimulus to the window dresser to bring out the best there is in him. Business depends much on acquaintance. The retail store depends upon the acquaintance which the public has with its location, arrangement, lines of goods and methods. It is the business of the advertising manager and all who co-operate with him to foster and extend that acquaintance. The advertisement can bring a customer but once. If the treatment which the new customer receives is not courteous your advertisement must appeal in vain to that person thereafter. The ideal store would be the one in which every customer is regarded as a new guest to whom special courtesy is due. The store often takes on the spirit of the advertising, and so does the advertising often speak the spirit of the store. If both be right, the business can hardly go wrong. In the equipment of a store there are many things that may help or hinder the advertising department. The wrapping and cash system is of paramount importance. A customer

may spend half an hour making a purchase, but he wants his package and change delivered in two minutes. One minute would suit him better. Conveniences that keep the customer in good temper have a value that appears somewhere in the day's receipts. It may not always be apparent, but it is there.—*Paper by Mr. Mark Bennett, read at the monthly dinner of the St. Louis Advertising Men's League.*

A HANDSOME real estate booklet, describing New York property, is sent out by Wood, Harmon & Co., 257 Broadway, New York. It is thoroughly commendable for argument, illustrations and typographical execution. This company sells Brooklyn real estate upon the payment plan, and in the event of the purchaser's death before payments have been completed, gives his heirs a free deed, making it practically a life insurance proposition.

"Poor Richard's Almanack" is an adaption of that great original issued by the H. H. Franklin Manufacturing Company, Syracuse, N. Y. This concern makes the Franklin Motor Car, and the book is edited by Messrs. Benjamin and Franklin, head of the company and sales manager. Old saws, new saws and motor talk fill out the pages given to the almanack proper, and the result is a booklet that is fairly certain to be preserved. The mechanical work is creditable to the Chasmar-Winchell Press, New York.

THE New York *Herald* announces that it will hereafter grant an agent's commission of ten per cent on classified advertising under the heads of Flats to Let or Wanted, Dwellings, Business Places and New York Real Estate. On Out-of-Town Real Estate a commission of fifteen per cent will be allowed, while upon Sunday ads under these heads sent in before 7 p. m. on Saturday an additional five per cent will be given. This represents rather a startling concession in the *Herald's* case, for it has long refused to follow the usage of other New York dailies regarding classified ads of this nature.

IN a letter to the *Saturday Evening Post* Mr. William S. Power, the Pittsburg agent who handles most of the bank advertising in his city, says that excellent results have been secured through general advertising for savings by mail. Six months' publicity in the *Saturday Evening Post* has brought deposits from every State and Territory, every province in Canada, Mexico, Central America, Cuba, Porto Rico, the Philippines and Hawaiian Islands and two or three South American countries. Europe has sent a number of inquiries, but thus far no accounts have come from there. These accounts are of a very desirable sort. The amounts are larger than those usually deposited in the ordinary way, and are not so likely to be withdrawn. It is not unusual to receive deposits ranging from \$1,000 to \$20,000. This advertising was done chiefly for the People's Savings Bank, of Pittsburg.

THE editor of the *Lutheran World*, published at Greenville, Pa., has been collecting church advertisements from various sources, and finds a regrettable tendency toward the vaudeville in some localities. "In some churches," he says, "it is proposed to draw audiences by vivacious and up-to-date attractions such as biographs and graphophones with messages from Nansen up near the north pole, President Roosevelt in the White House and Mr. Bryan out in Nebraska. In others we are informed of the six-year-old nightingale, who will sing, and the boy preacher of nine who will tell people all about their sins. The sermons of this youthful homiletic prodigy, as all others in such attractive places of worship, are advertised as 'short.'" If there is anything among all the tricks to draw a congregation to beat this of a Baptist church in New York, we have not seen it. This enterprising congregation has appropriated, as it seems to us, about the most whimsical of all methods.

"Probably the first occasion on which a whistling solo has ever been given in a church will be this morning immediately after the offertory, in Lexington Avenue Baptist Church, at Lexington Avenue and 111th street. Miss Louise

Truax a charming young woman is the whistler and the song she will render to delight the congregation is 'Traumerer,' by R. Schumann."

In Chicago too there are churches as well as people who have original ideas as is evident from this from a local Saturday evening paper:

Wanted, 500 girls under — years of age to attend church Sunday evening, corner of Ohio street and North Central avenue, to hear "the Methodist minister." Subject: "If I Were a Girl." The choice seats will be reserved for those answering this advertisement.

The advertisement brought an immense congregation of not only women but men to the church to hear what the pastor had to say. As another sample of how the world has worded itself up into the church with its crude methods we offer the following, inserted in a local paper by a Methodist doctor of divinity in Ashtabula, O.:

Hold up your hands! Call upon Jesus to save you! Get out of the Devil's society! Take a careful inventory of your moral possessions! Repent, be saved!

We have met with nothing that could exactly furnish a parallel to this printed in a Massachusetts paper:

Why I go to Grace Church. 1. Pure, warm air. 2. Soul-soothing singing. 3. Heart-healing praying. 4. Life-lifting preaching. 5. Glad-to-see-you people. Hold up, friend, I'm going!

We can think of but one other requisite which could go in as No. 6, and which seemingly remains to be supplied as a reason for going to Grace church. It would be this — handsome ushers. Of a somewhat different and more carnal sort of ecclesiastical attraction we might instance the "Cake Walk and Pie-eating Contest for Church Members," advertised in Brooklyn, N. Y., papers by the Episcopal Church of the Atonement of that city. "The pies and the cakes prepared by women of the congregation were of the most tempting description, and handsome prizes were to be awarded to the winners. Both events were to be conducted according to regulation rules and the musical part consists of such classical compositions as 'A Hot Time in the Old Town Tonight,' 'If You Ain't Got No Money You Needn't Come 'Round,' 'Jes' Because She Made Them Goo-Goo Eyes' and 'My Money Never Gives Out.'"

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A FEATURE contemplated to be added to PRINTERS' INK is a weekly article on "Trade Journal and Machinery Advertising," written by an expert on these topics. It is deemed of interest to cultivate this field and thus assist such advertisers to improve their publicity. The Little Schoolmaster has already received commendatory letters from large machinery concerns on the articles which appeared on the above topics in the issues of January 21 and 28th and Feb. 4, 1903.

ANY retailer who spends as much as a hundred dollars a year for advertising space can read PRINTERS' INK to advantage. Every retailer should read it. Those who already do, are loud in praise about the help and advice they get from the Little Schoolmaster. The retailer who reads PRINTERS' INK is the intelligent tradesman who knows what he is in business for. He is the progressive man who wants to get ahead. PRINTERS' INK helps him to do it. It tells him how others get ahead from small beginnings and by the use of that modern force: Advertising. There are about 400,000 retail merchants in this country and Canada. The retail merchants are the pillars of the wholesale trade. The intelligent retailer is, the more goods he will sell in the course of a year. Wholesalers should get PRINTERS' INK in the hands of their retailers. Publishers of local papers everywhere should call the attention of retail merchants to a publication like PRINTERS' INK. It is the missionary advertising solicitor for all newspapers and prepares the field for further patronage. Publishers who are smart enough to see the truth of this statement are requested to send in names of retailers in their community who might be interested in PRINTERS' INK. Sample copies will be mailed to such names free of charge.

REGULAR customers are the desideratum in business. "Occasionals," or "transients" are not fixed quantities. A customer that made a fixture is worth half a score of the former. For this reason the advertisement as well as the goods should work together to this end.

"Life's independent course in dealing with public questions has at times antagonized advertisers, who have gone out of its columns only to find that it was indispensable, and to return afterwards contrary to their own prejudices."
—Mr. Robert Frothingham, Advertising Manager of Life.

An independent editorial policy is one of the chief factors in making a newspaper or magazine valuable to those who use its advertising space. A weak-kneed journal carries weak-kneed advertising, and the returns from its weak-kneed readers are seldom worth going after. Editorial backbone presumes an individual, intelligent clientele of readers. Individual, intelligent people make the money in this world, and have it to spend. When a journal like *Life* deals with affairs wittily and honestly it is read not so much by cranks who hold its opinions as by those who take an opposite view, but who are also liberal enough to give ear to the other side. *Life* has never been just to the automobile, but its injustice is cheering. So it carries more automobile publicity than any other publication in proportion to its advertising space. Upon the subject of vivisection *Life* is wholly cracked. Yet it is found in physicians' ante-rooms. A journal made to please stands a chance of being read, but a journal made to displease is certain to be read by those whom it displeases and those who like to know that someone is being displeased. In the course of the year *Life* manages to rap over the knuckles pretty nearly everyone who is at all worth while. Therefore, everyone who is at all worth while finds it worth while to read *Life*, and the advertiser who can use *Life* or any other individual journal to advantage, but refrains because its editors do not please him, is lacking in the breadth of view necessary to good advertising.

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It was estimated about the year 1880, that the peasantry of a certain district in England used only 800 words to express all the needs of their rural life. The total vocabulary of the Bible is only about 6,000 words, that of Milton's poems about 8,000, and Shakespeare, dealing with so vast a range of human action, thought, passion, and emotion, only used some 15,000. A modern dictionary contains some 150,000. The mind is bewildered at the great growth of the English language in three centuries. It is quite true that a large number of the words catalogued to-day consists of technical terms only used in the sciences to which they belong, and that some are "slang," with which the English language could dispense without any great loss, but there still remains a vast number available for the speaker and the writer. Language, like every other product of life, must grow. Bentley showed but little of his usual acumen when he wrote: "It were no difficult contrivance, if the public had any regard to it, to make the English language immutable, unless hereafter some foreign nation shall invade and overrun us." The moment a language ceases to acquire new words, there is an indication that thought is standing still, and decadence must at once ensue. The introduction of new words, however, must be governed by some sound principle. It would be a strange thing if, in a republic of men, a new coin might be foisted upon the citizens at the will of any single individual. Even so in the republic of language, whatever is introduced must be coined under the authority of the law. So long as there is a sufficient expression for any thing or idea, so long is there no need for a new name. When Huxley coined the word "agnostic," fashioning it according to the laws of the English tongue, there was necessity for a name for a man who simply put revelation among the things which were unknowable. "Skeptic" would not serve, for the skeptic claims the right to reason about revelation. No such good reason had Browning for importing "banality." Already we had several expressions

for the commonplace. Consequently, for everyone who uses "banality," a thousand use "agnostic." One is useful, the other is useless.—*Current Literature.*

THE cause for failures in business is not to be found in the large number engaged in it. Failures come of overreaching, lack of capital, poor judgment, and extravagance or its opposite, niggardliness. As in nature, so in every department of industrial life there is a struggle for existence, and in both places it is the fittest who survive.

More Business is the newest PRINTERS' INK baby, published by William Borsodi, 99 Nassau street, New York. Mr. Borsodi is an advertising counsellor, and does not sell, write or place advertising. His publication contains extracts from the advertising press generally, supplemented by comment and original matter that is far above the average. The journal will be issued monthly. Mr. Borsodi recently had occasion to advertise for advertising writers in the classified columns of PRINTERS' INK, and his experiences with those who replied were interesting:

Chief among the army of applicants were the graduates of the mail schools. Most of them would score 100 per cent in the subjects of self-advertising and "gall," but reach dangerously near to the zero mark in the elements of English composition or the first principles of the printorial art. Quite a goodly number of them were heroically willing to take the "risk" of working a week for twelve plunks or for less. Insert an ad in the Sunday Herald for an A1 advertisement writer and a horde of pseudo-"experts" will respond, very few of whom are up to even a mediocre standard. Of course, while a really capable and experienced writer of publicity may not suffer in the long run from this kind of competition many uninformed advertisers for adwriters have very disappointing experiences, and are apt to look askance at the real ad expert when he presents himself, and consider him little more than a fakir. An authorized board of examiners in a measure protects an innocent public against the incapacity and crass ignorance of many willing practitioners of law, medicine and pharmacy. If it were within the bounds of feasibility a similar examining board ought to be speedily created to pass on the qualifications of the mass of immature advertising talent(?) grandiloquently posing as experts, many of whom do not know the difference between a line-cut and a hair-cut.

PUBLICITY is the shibboleth of success in trade. The newspaper is the recognized first means to this end. It is not extravagant to say that advertising is the alpha and the omega of successful commerce.

THE Hotel Victory, Put-in-Bay, Lake Erie, Ohio, seems to be a well advertised hostelry, judging from a packet of literature lately received. There is an ably handled general folder, containing information about the hotel and its location, with fine halftones, as well as several small booklets. "Put-in-Bay as Seen by the Office Boy" is a clever little skit, with "The Office Boy's Second Trip" as a sequel. "Rest—Do You Want it?" is a dainty brochure containing a descriptive article from *Love's Medical Mirror*, and "The Islands of Lake Erie" is an editorial from the Cincinnati *Lancet-Clinic*. This matter is all tastefully printed, and represents a high form of hotel advertising. Mechanical work by the Hackedorn Printing Co., Toledo, Ohio.

COLLEGE advertising may be the next development in publicity. The Northwestern University, Chicago, has appointed a "drummer" whose business it is to induce students to attend this university after leaving preparatory schools. In commenting upon this new departure the *World's Work* says that too few young men and women go to college, and that more would doubtless avail themselves of a higher education if its advantages were explained to them in a rational manner. There is still a slight prejudice against colleges in certain quarters, and a university education is regarded as something that fits one only for the learned professions—something not needed by the man or woman who is to enter business or remain in the home. If a "drummer" can be profitably utilized in the affairs of a university it surely stands to reason that good literature, properly distributed, would be helpful in securing students. In fact, there is no reason why newspaper and magazine advertising cannot be used for the same purpose.

THE news gatherer seeks first, last and all the time that which is of human interest. The advertiser should remember that he can best win trade by appealing to that quality which is inherent in every breast—personal interest, which is but another term for human interest.

SOME of the mail order journals are making capital of the statement that the farmers will realize two billions from this year's product. This is a slight overreaching. Living expenses, taxes, improvements and repairs and interest money are to be deducted from this immense sum. Still, after all these expenses are deducted, the farmer class will be able to show sufficient funds to make them desirable objects of attack for trade by those who depend for orders upon the postal service.

IN New York City the substitution practice is now spreading from proprietary remedies, and embraces chemicals and medicinal agents used in compounding prescriptions. According to the *Sun*, it is assuming such proportions that the city health department is considering restrictive measures. Dr. Lederle, commissioner of the department of health, recently examined 373 samples of phenacetine which had been purchased at random from as many retail druggists in New York and Brooklyn, and found that 315 were either adulterated or contained no phenacetine at all, but were flat counterfeits made up of inferior and sometimes dangerous chemicals. Physicians are taking great interest in the matter, and many of the samples of suspected drugs submitted to the commissioner are sent by practitioners who suspect adulterations when they fail to act upon patients. It is the intention of Dr. Lederle to go through the entire list of drugs which may be profitably adulterated or replaced with substitutes. The *Druggists' Circular* defends the retailers, holding that where only fifty-eight samples of genuine phenacetine are found in 373 the responsibility must be laid elsewhere, it not being even admissible that so many druggists would stoop to such practices.

FOLLOWING is the text of a bill restricting outdoor advertising which was recently introduced into the New York State Legislature and referred to the Committee on Miscellaneous Corporations:

Section 1. From and after the passage of this act it shall be unlawful for any person or persons, firm or corporation, to conduct the business of display advertising or to post advertising bills, or paint advertisements upon any fence, wall or other object or structure, to distribute advertising matter in the State of New York, unless a license shall first have been issued to the person, firm, or corporation transacting such business, and posting or distributing such advertising matter, from the mayor of the city or the chief executive officer of any subdivision or municipality.

Section 2. No license shall be issued by the chief executive officer in any city, village or town unless there shall first be paid by the person, firm or corporation applying for the license, a license fee of not less than twenty-five hundred dollars in cities of the first class, one thousand dollars in any other incorporated town or village, or other subdivision of the State.

Section 3. Between the fifteenth and thirty-first days of December in each and every year, the treasurer or other financial officer of the city, town or village, shall report in writing to the comptroller of the State of New York the amount of license fees so collected, and shall remit to the comptroller of the State of New York fifty per centum thereof, to be applied to the uses and purposes of the State.

Section 4. Immediately upon the posting or painting of any advertisement upon any wall, sign, fence, rock, object or structure in the State of New York, the person, firm or corporation posting or painting the same, or affixing the same, shall pay to the financial officer of the place where the sign is painted, posted or affixed, the sum of two cents for every square foot of space used for the purpose of such sign or advertising matter, and it shall be the duty of said financial officer so receiving such tax as aforesaid to report the total amount thereof so received by him to the comptroller of the State of New York between the fifteenth and thirty-first days of December in each and every year, and to remit one-half thereof to the said comptroller of the State of New York for the uses and purposes of the State.

Section 5. It shall be unlawful to print, post, paint, circulate or affix any advertisement in any place in the State of New York bearing thereon a likeness or photograph of any living person without the consent of such person first had and obtained; or to print, post, paint, circulate or affix any advertisement in any place in the State relating to any cure for venereal diseases.

6. It shall also be unlawful from and after the passage of this act to erect in cities of the first and second class of the State any fence to be used for advertising purposes more than six feet in height from the ground to the top of

the fence, or to erect any sign upon any roof more than two feet in height from the top of the roof to the top of the sign, or to paint upon any wall or other structure any sign containing more than fifty square feet in area.

Section 7. Any person or corporation violating the provision of this act shall be deemed guilty of a misdemeanor, and upon conviction thereof shall be punished by a fine of not less than five hundred dollars, or by imprisonment in the county jail for a period not exceeding ninety days, or by both such fine and imprisonment.

Section 8. This act shall take effect immediately.

The organized billposters of the State, as well as some of the large outdoor advertising firms, have retained Mr. Abraham S. Gilbert, Potter Building, New York, to present their side of the matter when the bill comes up in committee. Mr. Gilbert is also attorney for the national organization of billposters. "I cannot say whether this act will be made a law, of course," he said to a **PRINTERS' INK** reporter, "nor have I examined it thoroughly as yet. But some of its provisions seem to me unconstitutional. The taxing provision is very comprehensive, and probably beyond the State's right to tax. The provisions regarding height of fences and roof signs are matters usually decided by each municipality, and are best regulated according to local opinion. A similar bill was introduced last year, but never got out of committee. This act is better drawn. The loudest protest comes from small billposters who cannot afford the tax and will be driven out of business if the act is made a law. The larger outdoor advertising companies could pay the tax, and such a law might give them a monopoly of the outdoor advertising in this State."

THE present age is one that is exacting. Business men and those not in trade are becoming more critical year by year. Misspelled words, as well as faulty grammar in letters and printed matter are noted and commented upon to the hurt of those who send them out. It pays to employ stenographers and adwriters whose knowledge of English is sufficient to enable them to avoid palpable errors in spelling and syntax.

For the purpose of fostering an ambition to produce good retail advertisements PRINTERS' INK opened on December 24, 1902, a

RETAILERS' CONTEST

of advertisements. Any reader or person may send an ad which he or she notices in any newspaper for entry in this contest. Reasonable care should be exercised to send what seem to be good advertisements. Each week one ad will be chosen which is thought to be superior to any other submitted in the same week. The ad so chosen will be reproduced in PRINTERS' INK, if possible, and the name of the sender, together with the name and date of the paper in which it had insertion, will also be stated. A coupon, good for a year's subscription to PRINTERS' INK, will be sent to the person who sends the best ad each week. Advertisements coming within the sense of this contest may be taken from any periodical, and they should preferably be announcements of some retail business, including bank ads, real estate ads, druggists' ads, etc. Patent medicine ads are barred. The sender must give his own name, the name and date of the paper in which the ad had insertion. All advertisements submitted for this purpose must be addressed RETAILERS' AD CONTEST, *Care Editor* PRINTERS' INK, 10 Spruce Street, New York.

EIGHTH WEEK.

In response to the competition announced in the opposite column, ninety advertisements were received in time for report in this issue. The advertisement reproduced below was deemed the best of all submitted. It was written and sent in by Mr. O. M. Curtis, druggist, of Denton, Tex., and it appeared in a recent issue of the *Record and Chronicle*, of that city. A coupon, as provided in the conditions of the contest, was mailed to Mr. Curtis.

YOUR DRUG MAN.

I respectfully ask for some of your drug trade. I have a complete, up-to-date stock of drug store goods — everything is fresh, neat and clean and you'll receive here honest service always. I'm a graduate of the St. Louis College of Pharmacy and I've had twelve years' practical experience in some of the leading drug stores of this country. My prescription department is one of the most completely stocked in the State of Texas and all prescription work receives my own personal attention. Does quality of goods and service count with you? Let me be your drug man.

O. M. CURTIS,

GRADUATE IN PHARMACY,

Opp. Postoffice.

Denton, Texas.

ONE VIEW OF THE NEW YORK DAILIES.

This the actual experience of an experimental campaign in New York dailies for a retail store selling men's goods of an especially high grade—perhaps the highest grade in their line. The campaign lasted four months, and the following views are given by the advertising manager, who had had little previous experience of these mediums. For obvious reasons his name is withheld.

The Herald—An excellent medium that reaches large numbers of readers of a desirable class, but so wretched in its mechanical make-up that small spaces are of almost no benefit. Unless one can take a column in the daily edition he would better keep out, for the ad is lost. The Sunday *Herald* was not used in this campaign. The *Herald's* advertising rules are arbitrary, often unjust, and the paper makes fewer concessions than any other metropolitan daily.

The Telegram—A medium that has large street sales, but also goes into the homes and is read by women. When asked if this did not weaken its effectiveness as a medium for selling men's goods, informant said, "No; women have a great deal of influence over men in the purchase of certain goods, and it is well to tell them the story directly; in fact, my experience with the *Telegram* has convinced me that it is necessary to have literature aimed directly and solely at women, containing arguments for men's goods that will convince them and induce them to send their husbands, brothers and sweet-hearts to us, while men trust largely to the judgment of their womenkind in buying."

The Sun—Used both morning and evening editions. A high-class, truthful paper in which readers believe, and which is so well known for its integrity regarding advertising that confidence extends to all announcements appearing in its columns. On a mail order proposition where a booklet was advertised the *Sun* brought more direct replies than any other paper. These came not only from New York proper, but from every sec-

tion of the East, and inquiries invariably mentioned the paper. If confined to one medium in New York would select the *Sun* for our purposes.

The World—Goes to the masses morning and evening, and while its readers are not of the most substantial classes so far as buying is concerned, it is a valuable medium. If only two papers were used should select the *World* for second.

The Times—Should select this for a third medium. Reaches a substantial class of readers who have faith in its editorial and business policies. Small display ads show up well despite its large area of advertising. Would hardly care to say that the *Times* reaches more men in New York City than the *Sun*, but think that it reaches as many, and that no other dailies approach them as mediums for setting forth a high-class retail proposition to business men.

The Journal—Used it at the beginning of the campaign with some distrust, and abandoned it after a short trial. The class of readers reached by the *Journal* proved wholly impossible for our goods. We sell to men who look first to quality, and who know quality when they see it. Price is secondary, and a matter of five dollars is not considered so long as the goods please. Price, in fact, is the last factor that enters into the equation. We do not price goods in the windows, and customers seldom ask price until selection has been made.

The class of readers brought by the *Journal* buy wholly upon the price basis. Many came and looked into the windows, but did not enter, while few actual sales could be traced. Many of the *Journal's* readers are insufficiently washed. This is simply our own experience, however, and from results brought I have learned that the *Journal* reaches large numbers of people who read its ads and answer them. For popular-priced goods the *Journal* ought to be a first-class medium.

The Press—Has a considerable circulation outside the city. I am told, but its clientele in Greater New York, while by no means insignificant, is fully covered by

other papers. Hence did not use it to any extent. Circulation of the *Evening Post* is of fine character, but restricted, and we have not used it. Did not use *Mail and Express*, *Commercial Advertiser*, *Morning Telegraph*, *Tribune* or *News*, nor any of the foreign language dailies. Have not used any of the Brooklyn dailies as yet. A large share of our trade comes from Brooklyn, and the Manhattan dailies seem to cover that borough pretty thoroughly. Intend, however, to give Brooklyn papers a trial.

In a retail campaign of this character a great deal depends upon wisely placing of advertising so as to reach readers upon the days of the week when they will be most interested in your commodity. For our purposes the Monday morning papers are not productive of results. People seem to read the morning papers less attentively on that day. Business men are likely to be late in getting to their offices, and every one is intent upon beginning the new week. The Monday evening papers are not bad, and may be read even a trifle more closely to make up for neglect of the morning papers. As a rule, the middle of the week has proved to be best. Wednesday and Thursday are preferable above all other days, for they bring results into the store on Saturday, which is pay day and shopping day for men. Some retailers seem to make a practice of running large ads on Friday evening and Saturday morning to catch this trade, and it may be good policy for commodities that are popular-priced or that do not cost more than two or three dollars at most. Our line requires some deliberation, and we have found it best to set our proposition before readers twice or thrice in the middle of the week. Where we attempt to tell our story on Friday and Saturday the matter is forgotten over Sunday, for the papers are full of large display ads on the Sabbath and small ads are lost.

ADVERTISING media should be watched as closely as the preparation of the advertisement itself, because it is certain you can't sell pig iron products in a woman's paper.—*White's Sayings*.

BABY SHOW JOKE IN A NEW BIB AND TUCKER.

A country clothier hit upon the idea of having a baby show, with prizes for the three finest babies presented for exhibition. The prizes were valuable, and every mother in the community became interested. A committee of "leading citizens" was selected to make the awards. Result: On the day appointed the store was filled with howling youngsters, the whole community was there, everyone was happy—until the awards were made. Then every mother who failed to get a prize complained loudly of the insult to her pet, the proud fathers of prize-winning offspring met the parents of less successful children in knightly combat, the show broke up in confusion and the enterprising clothier quit town, after disposing of his stock and "good-will," on the ground of "ill health."—*Apparel Gazette*.

CHEAPEST OF ALL MEDIUMS IS THE GREAT CITY DAILY.

The following table shows what some New York papers value their space at:

	Circulation.	
<i>Daily Tribune</i> , 350,000; column, \$112.		
<i>Evening World</i> , 300,000; " 110.		
<i>Herald</i> , 300,000; " 100.		
<i>Evening Post</i> , 28,000; " 60.		

Obviously, no country paper could take advertising at the same rate per thousand circulation; hence, as we said, there is and can be no standard.

A leading advertising agent, who places business in every State in the Union, when questioned on this subject, said that in mediums with 2,500 circulation and under he could buy space for 4 cents an inch per 1,000 circulation, whereas the best that local advertisers could do in the same papers was 8 cents an inch. Of course, he supplied electros, while the local advertiser's matter had to be set up. Moreover, the latter had to advertise in local mediums, or not at all, whereas the agency man could use it or not at his option.

In his judgment from six to eight cents an inch per thousand circulation should be deemed a fair price for a local advertiser in a weekly of 2,500 circulation and under.—*Dry Goods Economist*.

ILLUSTRATED ADVERTISEMENT.



A BIG DROP IN COAL.

THE ART OF "PUTTING THINGS."

By T. Russell.

The art of putting before the reader, or even the casual skimmer, of a newspaper, the things which are most calculated to make a buyer of him, lies at the root of all successful newspaper advertising. Indeed, that art is advertising, in a sense; at all events, all the details of advertisement making—which may be classified as writing, typography, illustration, position, and insertion or repetition—amount, in the end, to this: the art or method of "putting things." The first—the writing of the advertisement—is more obviously so than the rest, of course. But the others fall into the same classification the moment we examine them. Good typography, tasteful, unconfused typography are ways of "putting things," illustration is another way or an adjunct; to choose the position in which an advertisement shall be printed is obviously to put things where they will be seen, and when we decide the order of insertion or repetition we decide how often we will put them. However, as conceded, the writing of the advertisement is the first and perhaps the most difficult of these processes. The beginner in advertising always tends to say too much. To "put" too many things in is to obscure all. Even the attempt to marshal too many arguments about one thing may result in a confused announcement. What are chiefly important are simplicity and terseness. It is almost impossible to make an advertisement too simple. Some advertisers in the past have confined themselves to the mere publication of the name of the goods—often without even an illustration. Illuminated street signs in this country nearly always take that form. Even in newspapers, the bold title is often thought—and perhaps found—effective; Pears' soap, with a more or less revelant illustration, has often, in past years, formed the sole wording of a full-page advertisement in the *Illustrated London News* or *Black and White* and such publications at from three to five hun-

dred dollars a page. But of late in England, and nearly always in America, the necessity of saying something—in short, of "putting things"—has been felt by even the boldest advertisers. Competition in every sort of merchandise is so keen, that advertisers recognize the necessity of offering some argument to show why one particular proprietary article should be patronized rather than another. Even the "bold advertisement" which aims at committing to public memory the title of one particular article can be helped by a word or two of comment or at the least of phrase, designed to grow into a popular catchword: "Ivory Soap floats," "Absolutely Pure—Royal Baking Powder," "Good morning, have you used Pears' Soap?" or some quib or epigram may insure the attention of the reader, and perhaps cause him to quote your advertisement, "What is the difference between Pears' Soap and the Arab steed? One washes the beautiful, the other scours the plain." But doubtless the best form is that which impresses some quality of the goods, or perhaps its essential merit. I have often quoted in *PRINTERS' INK* what is perhaps the simplest and best advertisement on record: "Stickphast Paste sticks."

* * *

The tendency of the present day is more and more to write advertisements—to argue the point at issue; in short, to put things. The practice of advertising has grown to such proportions that few of us feel safe in asking the public to buy anything without at the same time attempting to show why that particular kind, and no other, should be bought. And there is always present the necessity of warning people against substitutes, of telling them how to distinguish the genuine goods (which they invariably prefer) from imitations. This, at least, is something that should be put to the reader without exception, in every advertisement. Where the goods are such as to admit of it, the best possible way of putting this thing is to print a good and unmistakable representation of the genuine article, with words indicating the fact. If this

substitute evil is to be kept down, it is in this way, by continually and invariably warning the public against substitutes. Simplicity and brevity not only admit of economy in space and terseness of expression, but they also are a great safeguard against misunderstanding. Few advertisers can expect their publicity to be read with the attention that is devoted by the public to a news item or a story. You must catch attention on the wing; and the vivid, incisive phrase; the argument that is read on an instant and grasped as soon as read; the claim that is obvious and unquestionable, are the things that "get there." Mr. Powers' crisp, acrid, snap-shot arguments, unanswerable, obvious, unadorned, must have captured many a wandering eye that would never have passed over the first sentence of any argument, however cogent, that needed even a single hundred words of type to set it forth. Moreover, the necessity, if one impose it upon one's self to be brief, tends greatly to quality of phrase. An advertiser who must tell his story in twenty-five words will tell it better, not worse, in those twenty-five words than if he had two hundred to spread himself over. There is hardly any form of literature that could not be absolutely improved by compression, and no literary exercise is so valuable as that of attempting to cut down a long or longish statement or argument into the fewest possible words it will squeeze into, without losing any of the sense. Who will contend that the long leading articles of the *Times* in London or of the *New York Tribune* or *Evening Post*, would not be better if cut down one half? The same with advertisements. Almost every argument ever written (including the present), almost every speech ever delivered by advocate or pleader before any court of justice, would have gained in cogency and point by compression. The share of good typography in effectively putting things should not be underrated. In designing any advertisement, two points ought to be kept in mind: the effect of the first glance (which ought to tell as much as possible of the story);

and the ultimate presentation of the whole argument.

* * *

Illustration is a method of "putting things" which all wise constructors of advertising take into consideration, and almost all of them use. It is not only that the eye is more readily caught by a picture than by wording alone, nor only that people like pictures, though both these things are true. Watch a man turn over a new book. If it have pictures in it, he will every time look at all of them, from cover to cover, before reading a line of even the most engrossing text. Whether the man is fond of pictures or not makes not a bit of difference. Nine illustrated books out of ten would be better if the pictures were cut out. Very often there is nothing else the matter with them, except that they would be better away. But everyone looks at the picture first; and an illustrated advertisement has three times the chance of being read that the other kind has. And pictures are not only attractive, they are convincing. The public mind is a simple thing. It is much like the child mind. And here I propose to relate a brief anecdote. About ten years ago I was conducting certain advertising, which had never been illustrated and was thought to be incapable of illustration. But one day I had occasion to read a story to a little boy. It was a pathetic story about a lost dog, and pretty soon the boy, under the influence of my elocution, began to cry. "Oh, don't cry," I said, "you know it isn't true: it's only a story." The boy pointed with tearful eyes at a picture of the dog whose misfortunes had moved his compassion. "Yes, he is true," he said, "look at his picture!" This impressed me. The moment I got to my office next morning, I went to work and invented a plan by which these advertisements could be illustrated. In a week they were illustrated. In a month the sales had gone up thirty per cent.

Quick sales are to the merchant what fast trains are to the traveling public. Well advertised articles are the ones which make quick profits.—*Progressive Advertiser*.

HE HESITATES.

A New York special agent has received the following proposition and hesitates about accepting it.

NEW YORK, Jan. 26, 1903.

DEAR SIR—I wish to arrange for \$200 to \$250 worth of advertising in daily papers of this and nearby cities, on the following terms: If the inclosed advertisement secures a customer I will pay a com-

FLORIDA.

I offer at less than the actual cost of the plant, the entire capital stock of a successful Electric Light and Water Company in one of the most progressive inland cities of Florida. The company has an exclusive franchise and a profitable contract with the city for its street lighting and fire-hydrant service for the next seventeen years. For a business man to whom a residence in Florida with an assured income of \$10,000 to \$12,000 per year would be attractive, no better opportunity could offer. Price \$50,000, part of which may, if desired, be paid from earnings.

CHARLES H. ROBERTS,
230 Broadway, N. Y.

mission of \$2,000 in addition to the cost of the advertisement. If it results in nothing I will pay nothing, and the test shall be that the inquiry comes direct to this office, as I shall advertise in no other way. Does this interest you?

Yours truly,

CHAS. H. ROBERTS.

THE OMEGA OIL GEES.

NEWARK, N. J., Jan. 30, 1903.

Editor of PRINTERS' INK:

I see that Mr. Remick of the Phenique Chemical Company thinks that the Omega Oil geese were intended to suggest goose grease, and that Mr. Bert M. Moses of the Omega Oil Company is quoted by you as saying that the ad is "senseless, meaningless and foolish"—whatever it is, I think that all will admit that it is a good ad and believing that the man who designed it would certainly know what idea he meant to convey or suggest by it, I asked him. (His name is W. L. Clark and he lives in Newark). I send you his reply to my question: "The geese were meant to do just what they are evidently doing most effectually or you would not be questioning me about them—they were meant to attract attention, nothing more. I had no thought of goose grease in mind when I designed the picture for Emil Steffan, the lithographer of New York."

Yours truly,

HAMLIN RUSSELL.

TOO MUCH WANAMAKER.

NEW YORK, Jan. 31, 1903.

Editor of PRINTERS' INK:

I question the wisdom of assertions made by the writer of the article "Too Much Wanamaker" in your journal of January 28. I do not follow him when he says that while this style of publicity is best for Wanamaker it is the very poorest kind for many other stores, nor can I see that the personality of John Wanamaker enters into his advertising, as is deduced by the writer of this article. Mr. Wanamaker's individuality enters into his store announcements not at all, and his advertising so

long as I have read it is conspicuous for plain statements about goods, with no attempts at the capital "I" method whatever. If Mr. Wanamaker were to sell out and retire from business tomorrow the corporation that succeeded him could maintain this system of advertising, for it is eminently suited to the Philadelphia and New York establishments, and bears only their individuality, not their owner's. And this store personality is simply the reflection of high business principles, not any peculiarity or eccentricity of writing. The Wanamaker style so-called is nothing more or less than plain, familiar statements about goods or policy. It implies no word-twisting whatever, and if imitators fail to catch its spirit and fall into mere eccentricity of statement they miss its style and purpose altogether. I venture to say that this shirt ad for example can be used by any store in the United States. It tells nothing but the truth about shirts, and its interest and "style" are wholly dependent upon able setting forth of those truths:

FRIENDLY SHIRTS.

Man's Worst Enemy is an Ill-Fitting Shirt.

A nagging wife, a furnace that won't draw, a rattling window and a perverse collar-button have their drawbacks to both a man's morals and a mellow disposition. But a shirt that doesn't fit has more power to rack his nervous system, and make a mental and moral wreck of a man, than all of the others put together.

The man whose shirt is pushing his collar up until his throat is almost cut, or rubbing his bump of inabitiveness until he forgets his love of home, is fit for any crime. The only redeeming feature about a bad shirt is that it is easy to get rid of, and stay rid of.

We have an organization that produces friendly shirts, docile, obedient, peaceful shirts that a man learns to love for the pleasure and comfort they give him.

Our expert knows all the faults of shirts, and how to avoid them. He also knows all the comfort lines; just where to draw the shirt snug.

Wanamaker custom made shirts fit so that you never think of them.

The collar never obtrudes; the shirt never binds; cuffs are always exactly right. In fact, a man never knows the fullest comfort in shirts until he has some made to order at Wanamaker's.

Perfection of fit, and correct style, are most important; but the particular man is interested in the character and newness of the fabrics. The Wanamaker collection is the largest that is imported; and it includes the latest and choicest productions of Scotch and French manufacturers. Many patterns shown by us are advance designs that will be seen nowhere else until six months later. Old designs are unknown at Wanamaker's because we cut up our season's surplus of fabrics into shirts or pajamas and sell them off quickly. Everything is spic-span-new in custom shirt fabrics at Wanamaker's.

I do not believe in holding up this advertising as "the great ideal," or the only ideal, but I think that it is based upon the soundest advertising principles, and that the adwriter who is wise enough

to deduce those principles and follow them will profit by regular reading of the Wanamaker announcements. He will also profit by regular reading of other metropolitan retail advertising, as that of the Rogers-Peet stores and Miss Keyes' ads for the new Semi-ready clothing. But the advertiser who wishes to profit by their merits will always keep to principles, and never be a mere copyist. So, if his is a position calling for pictures, he will learn much from those used for Pearlina and Ivory Soap, and the cuts made for advertisers in many high-class publications. Wanamaker advertising is not local at all, but addressed to humanity in general. Its principles will be as successful in San Francisco as in New York, and while I should quickly enter a protest against setting up Wanamaker as "the tin divinity of department store advertising" I believe that it is one the best models for department store advertising that can be obtained. Every thing depends upon the man who studies it.

Yours truly,

James C. T. T. T.

A SUCCESSFUL IOWA NEWS-PAPER.

OTTUMWA, Iowa, Jan. 28, 1903.

Messrs. Geo. P. Rowell & Co.:

We notice in the little booklet compiled by you, that you state that aside from these you mention "It is not thought that there are in Iowa any dailies or political weeklies issuing so many as 5,000 copies regularly."

In this connection, believing that you make a conscientious effort to give accurate information regarding newspapers, we wish to call your attention to our semi-weekly edition. If you will notice your directory gives the circulation of the *Semi-Weekly Courier* for 1900 as 5,704. For 1901, 6,649 and we have sent you sworn statement for 1902 which shows the average for the year 1902 to be 6,984. In view of these figures which are facts, we feel that you should have included the *Semi-Weekly Courier* in the list of papers mentioned. The circulation of the *Semi-Weekly Courier* is now over 7,100.

The *Daily Courier* has not yet quite reached the 5,000 mark, but is gradually gaining and will, in a very short time, have a bona fide list of 5,000 paid subscribers.

Some of the Iowa papers have greatly increased the circulation of their daily by discontinuing the weekly editions and getting out a cheap mail edition which they send to the weekly subscribers as long as they will take it at a slightly advanced price over the weekly. The *Courier* has not made any move of this kind, but is gradually and substantially increasing both its daily and semi-weekly lists in spite of the fact that it is one of the highest priced papers in the State. We have an equipment practically equal to and are printing as good a newspaper as any city in Iowa. The *Courier* gives both quality and quantity to the advertiser. It makes a feature of covering this section of

Iowa, and in the nine counties which surround Wapello County it has 174 correspondents who send in one or more letters each week from their communities, thus making the *Courier* a local paper for every little cross roads town which has no paper of any kind.

The Courier Printing Co.

James C. T. T.
BUSINESS MANAGER

THE CASE OF DR. LYON.

Editor of PRINTERS' INK:

DEAR SIR—In the issue of PRINTERS' INK dated December 31st ultimo, appears an interesting report of the Sphinx club proceedings. No speech delivered on that occasion caused greater interest or surprise than the one from Dr. Whitney Lyon, proprietor of Dr. Lyon's Tooth Powder. After speaking of honesty in general as the basis of correct dealing, the speaker concluded with the following tribute to the advertising agent:

"Advertising agents, I believe, like actors, are born and not made, and if they spent more of their time in trying to tell a straightforward, dignified, honest story, and less of it trying to cut prices and hewing down the poor little country publisher, who has a hard enough time to exist as it is, I think their success would be more general."

To those of us who are acquainted with the system of placing Dr. Lyon's advertising, the question arises, Could he have been perfectly aware of what he was saying when he made the above utterance? For several years Dr. Lyon's business has been placed by a well-known and certainly reputable advertising agency. I am told that the business of Dr. Lyon under the former agent increased one thousand per cent in the time it was handled by this agency. I know very well, from many personal experiences, that the agent in question got the best that was possible for the isolated position he generally demanded. I had the doubtful pleasure of losing several of the Dr. Lyon contracts solely because my papers could not name a rate that this advertising agent thought satisfactory in comparison with what he was paying for the same service elsewhere. No one ever blamed this agency for not giving out the business when he felt that he was not getting what he wanted. The special agent representing the out-of-town publisher could only "grin and bear it" when he lost the Dr. Lyon orders. This was all there was to it. Now for the other side, and the surprising side, as suggested by Dr. Lyon's Sphinx Club remarks: It came about, as it frequently does, that another advertising agent wanted to handle the Dr. Lyon account. What does he do? He agrees to beat the other fellow all hollow!

How? By beating down rates, the very thing now publicly and so feelingly deplored by Dr. Lyon.

The methods of this latter agent of Dr. Lyon cannot be said to come under

his lofty ideals, if the opinions of many a "poor little country publisher" can be counted for aught.

Be it understood that in order to get the gilt-edge position demanded by Dr. Lyon, his agent had to seek top of column, next to reading on both sides, bottom of column, reading on both sides, editorial and other choice pages demanded in all cases; or, in lieu of these plums of position it was to be top of column, next to reading—but always a superbly choice position. Was this position valuable? Most certainly, else why did he want it?

Was it paid for by the other agent? Yes, always, where he could not get it granted by overly-generous publishers and there are a few of these left.

Did the present agent pay for this almost "island" position? Absolutely never, unless he could bulldoze the special representative of the paper or the paper itself, or use such other methods to keep from paying it. He not only persuaded Dr. Lyon that he could get most of the "little country publishers" to grant the isolated, valuable position, but in order to "prove it," he put in his bids to Dr. Lyon, which included offers to place this choice business in the choicest spots of the choicest newspapers of the land, every one of which had formerly charged for the position desired, a good stiff price, the same as others paid for the same service. In a certain sense this placed the former advertising agent in bad light before Dr. Lyon. The latter could only say:

"Mr. Agent, how comes this? How is it that you have been charging me such ridiculous prices these nine years or more for my advertising?"

Explanations, denials, etc., were of no avail to the agent, who claimed that he had always exacted the best possible price from publishers for the service desired.

The part of this advertising story most difficult to understand is that the latest agent put in bids for the Dr. Lyon's Tooth Powder in many papers where he not only knew he could not deliver the goods, but where, he has since paid in these few papers all that was formerly demanded for the service. But in order to prove his greater value over the other agent the last one must get right down to rock bottom with "the little country publisher" in order to make up the deficit among papers where Dr. Lyon must have his business run, no matter at what price. Somebody has had to suffer; many have had to lose business, and others have had to do a little cussin' on their own account. These are facts, and Dr. Whitney Lyon need not rush into print to disprove them. He might explain some things, but certainly not all of them.

FAIR PLAY.

PRINTERS' INK received the above from a man who is well enough known but who is not willing to come out into the open and be recognized. Probably there is not much truth in what he says, but it is interesting, and although what is here set up may not and

probably does not apply to Dr. Lyon's case it has been and will be true—substantially true—in many other cases. So PRINTERS' INK prints the story for what it is worth and hopes somebody will extract instruction out of it.

ONE CASE WHERE STREET FREAK ADVERTISING BROUGHT RESULTS.

Julian Ralph, the war correspondent and author, developed some startling advertising ideas while he was the editor of a New York weekly called *Chatter*. Some years before a philanthropic person had given to the city a carved granite watering trough for horses and dogs, which was placed on Mail street, back of the postoffice. For a year it remained there, dry as a bone, with its carved inscription, "Drink, Gentle Friend," a mockery. For some reason the Board of Aldermen failed to make the necessary appropriation for its connection with the water main. Ralph ridiculed this and railed at it in his paper, and finally hired twelve negroes, put them in glaring yellow rubber coats, on which *Chatter* was printed in many places; gave them huge yellow pails and kept them for several weeks in constant procession between his office, where they filled their pails, and the previously empty trough, into which they poured water. Everybody laughed. The newspapers took the matter up, and in a few days thereafter the aldermen hastened to see to it that the trough was connected with a water main. —*Indianapolis News*.

AN ADAPTABLE MAIL "SCHEME."

A prominent trade publication of New York City tried a scheme to secure new subscribers. The manager sent an imitation typewritten letter to a select list of one hundred names, which read substantially as follows:

"We are sending you by this mail a sample copy of and ask that you tell us frankly what you think of it. Of course, we would like to enter your name on our subscription books, and trust you will decide to send us the necessary dollars by return mail, which will enable us to do so."

But, the copy of the paper was not sent. A few weeks afterward a second letter of similar purport was sent to the same list of names, but again no paper was sent. The same proceeding was repeated within a month, each of the letters being written to cover a different issue of the paper said to have been sent.

The result was some correspondence of different hues and varying degrees of interest. Where the writer replied that the copy of the paper mentioned had not been received it was thought worth while by the publisher to forward one, as also to those who scented the true inwardness of the scheme and talked plain. In fact, wherever any notice whatever was taken of the letters, copies of the paper were sent, with a net result of eighteen additional subscribers at \$2 per head, out of the one hundred on the list sent to.—*Newspaperdom*.

NOTES.

MARIS BROS., Philadelphia, describe their traveling frames in a booklet that is concise and convincing so far as matter is concerned, and a real bit of art in point of typography.

THE catalogue of the Queen City Feather Duster Company, Cincinnati, Ohio, is thoroughly commendable for its typographical arrangement and illustrations, while the arguments are brief and forceful.

IN a neat four-page folder the Chicago & Northwestern Railway announces a new sleeper service to Sault Ste. Marie by way of its own lines and that of the Minneapolis, St. Paul & Sault Ste. Marie Railway.

"THE How of Electro-Plating" is a small booklet from the John L. Gaumer Co., Philadelphia, in which are set forth interesting technical facts about metal plating. Benjamin Sherbow, of Philadelphia, compiled the volume.

"YOUR eyesight does what your brain has to do with other registers" is the theme of a small folder showing the operation of Hawley Time Registers. This mechanism is made by the Hawley Time Register Co., Syracuse, N. Y.

THE *Telegraph*, Harrisburg, Pa., announces that it will be hereafter more active in soliciting foreign advertising, which has been somewhat neglected for that of local merchants. R. J. Shannon, 150 Nassau street, has been made New York representative.

THE Metropolitan Bank, of Toronto, Canada, sends out a little folder showing its method of computing daily interest at three per cent, as against the minimum monthly computation made by other institutions. This is a very effective bank argument.

"SHARP POINTS" is an odd-shaped booklet from the A. T. Brown Printing House, Buffalo, N. Y. While not particularly easy to read it will doubtless be examined, and as the matter is brief and individual there is no doubt of its scoring one point at least.

ROGERS, PEET & Co. mail a "Tommy Tompkins Calendar" to all boys and parents who apply for it with a written request. It consists of twelve poems and drawings, and ought to be a valuable factor in securing a mailing list for a boys' clothing department.

A NEAT, well illustrated catalogue of lamps, clocks and electro-plated ware comes from Catesby & Sons, 64 Tottenham Court Road, London, England. The introductory matter is quiet and effective, and the long narrow shape of the booklet makes it convenient to read.

A BOOKLET containing good printing arguments for a printer named Scholl, located in a city named Chillicothe, evidently, contains some excellent arguments. But it lacks an address, and even though one were convinced he would hardly know how to put himself in communication with the advertiser. It is to be hoped that this is not the error of Benjamin Sherbow, Philadelphia, who prepared the copy.

THE First National Bank of Boston advertises by means of a neat telephone directory list of national banks, savings institutions and trust companies in that city. The printing is by Irving K. Annable, 146 Franklin street, Boston, who also sends some of his own attractive literature.

FROM the Schriver Laundry, 692 West Lake street, Chicago, comes a neat booklet containing arguments interspersed with testimonials from prominent clubs and business men as to the quality of the establishment's work and the promptness of its service. It is a convincing little brochure.

THE yards of the Hawkeye Lumber & Coal Co., Cedar Rapids, Iowa, are located on the Cedar River near a long mill dam, and upon a long shed situated so that it is seen by every farmer entering or leaving the town has been painted a catch phrase that has special appeal to the rural mind. "The Best Lumber Yard by a Dam Site."

"SARTOR HISTORICUS" is a neat book of fifty pages published by Cahn, Wampold & Co., Chicago, and containing little articles upon the history of clothes and fashions taken from their interesting little business publication, *Chat*. It is No. 4 of the "Gist-of-Things Library," and will interest anyone who handles publicity for men's clothing.

FROM far off Hawaii comes a dainty brochure describing the attractions of the town of Hilo and the Volcano of Kilauea, with side remarks upon the service offered by the Peacock Hotel and Demosthenes Cafe. Numerous halftone views are interleaved, and the matter is both interesting and conservative in statement. Printing by the *Herald*, Hilo.

"AN Old Play-bill of a New Play" is a type poster done in the style of a century ago, advertising the production of "The Little Princess" at the Criterion Theater, New York. It is a half sheet in size, and copies are mailed to lists of theatergoers. This form of theatrical advertising is somewhat new, and is being taken up by other New York theaters.

IN a little folder from the Current Encyclopedia Company, 153 LaSalle street, Chicago, are given six letters from Chicago advertising agents commending *The World To-Day*, a monthly devoted to condensation of current events. As an advertisement this folder would have been strengthened by details concerning the publication, which appears to be a new one.

"THE Early Bird" is a small booklet from the Hakalau Store, at Hakalau, Hawaiian Islands. It tells of Christmas goods in Japanese wares—Cloissone, lacquer, bronze, porcelain, fabrics and other articles ranging from fifty cents to four times as many dollars—and tells of them in an easy, straightforward, honest fashion that speaks well for the writer who had the job of telling. The printing was done by the Hawaii *Herald* office, which sends an embossed programme of memorial services recently held by Hilo Lodge of the B. P. O. E.

A FOLDER announcing the organization of the Falkenau-Sinclair Machine Co., 109 N. Twenty-second street, Philadelphia, is extremely fetching in design and typography, while the matter is straightforward and gives one confidence in the concern and its facilities. A little more prominence to the name of the company might have helped matters with those who do not know Mr. Falkenau and Mr. Sinclair.

A NEAT folder advertising money to loan on real estate is published by Wm. C. Heinemann & Co., 92 LaSalle street, Chicago. In a few brief paragraphs the firm announces that sums of \$500 or more may be had on various terms, at rates varying from four and a half to five and a half per cent. Half of the folder is in German. Dignity is the keynote of this bit of advertising, which touches a field only slightly covered by banks thus far.

"STEERING GEAR" is a forty-eight page booklet published by the West Side Branch of the Y. M. C. A., New York City, containing short papers, by Frank Andrews Fall, that were originally printed as editorials in this association's weekly paper, *West Side Men*. These papers are familiar talks upon such subjects as "Resources," "Nostalgia," "Spring Fever" and kindred themes. The typographical work by Leavens & Langdon is thoroughly commendable.

"YAN MIMOSA, the Story of a Japanese Potter," is a fable in slang sent out in booklet form by the Taylor, Smith & Taylor Company, potters, East Liverpool, O. A moral always goes with a properly made fable, and perhaps the moral to this specimen would have given it greater advertising value had it savored more of pottery. But the fable is bright and well written, while the final page of the booklet carries a brief, strong argument for the concern's products.

GARDENING is the chief subject treated by *Country Life in America*, and a double gardening number will therefore be issued in March. Articles covering every side of the subject will be printed, and by way of keeping the number before readers during the entire year the publishers will give cash prizes to those who send in illustrated articles describing their success in working out suggestions published in this special. This fact is expected to have great weight with advertisers.

A RATHER clever little brochure entitled "I'm the Office Boy" comes from Cohen, Goldman & Co., makers of trousers, Spring and Hudson streets, New York. Written by that functionary, presumably, it is pointed, slangy and more or less humorous, besides containing some bright pictures. But unless accompanied by the card of Mr. T. G. Hogarth, the firm's advertising manager, there would be no telling who had sent it out, much less what it was intended to advertise. When so good an effect is obtained it is a pity not to utilize it for telling some sort of a business story. Advertising matter should never be vague, even though sent to a list of the firm's best customers.

THE seed annual of W. Atlee Burpee & Co., Philadelphia, is a large book of 184 pages, with lithographed cover and straightforward argument. One of the best catalogues of this nature seen by the Little Schoolmaster for some time is the wholesale price list of L. Boehmer & Co., Yokohama, Japan, listing Japanese bulbs, plants and fern specialties. Real photographs pasted onto the pages are used as illustrations—a very effective method where the circulation is so small as to permit of the expense.

THREE separate advertising departments have heretofore been maintained for the Chicago, Burlington & Quincy, the Hannibal & St. Joseph, and the Burlington & Missouri River railroads—at Chicago, St. Louis and Omaha. These roads are all part of the Burlington Route, however, and on January 1 the three departments will be merged and brought under the sole management of Mr. J. R. Griffiths, who is the advertising agent of the Chicago, Burlington & Quincy, with offices at Chicago.

Two half-page ads for Catesby & Sons, Tottenham Court Road, London, England, are modelled upon American lines. One is from the *Daily Mail* of December 3, and exploits winter goods, chiefly—carpets, bedding, rugs, warm clothing, fire utensils and so forth. The pictures used in the heading are rather stiff. Another from the same paper for December 9 is a real Christmas ad, headed with a lively, well-executed outdoor scene, and offering articles for holiday gifts. Both ads are compact and well written.

To those who have use for a handy list of the representative dailies, weeklies and magazines of the United States, West Indies and Canada, the compact Directory published by the H. W. Kantor & Sons Advertising Co., St. Louis, will be welcome. Of convenient size, bound in heavy leather and conspicuous for sensible arrangement by States, with supplementary lists of Sunday papers and religious journals, it is pre-eminently the sort of book that Bert. M. Moses likes to carry about in his pocket, checking off lists of mediums that he subsequently verifies as to circulation in the American Newspaper Directory. Space makes it impossible to give much information in such a volume, and it is clearly intended as a handy reference book.

THE admission of Samuel J. Bloomingdale to membership in the firm of Bloomingdale Bros. calls attention to the large number of comparatively young men who are holding the reins of power in the big department stores, says the New York Sun. Mr. Arthur Hearn and Mr. Schanck of James A. Hearn & Son, Messrs. J. I. and Percy Straus of Macy's, Mr. B. J. Greenhut of the Siegel Cooper Company, Mr. L. Abraham of Abraham & Straus and the younger Matthews of A. D. Matthews' Sons are a few of the notable ones. In no branch of modern enterprise does the work of supervision contain so many details which cannot be left to subordinates. Hence the growing practice of making junior partners. "Breakdowns" are said to have been more numerous among the big retailers than with the followers of other callings.

A COMBINATION STORE PERIODICAL.

Most retailers in large cities are familiar with the store magazine style of advertising, but we believe its possibility for combination publicity in several different lines has probably not suggested itself to the small dealer. We learn of a recent successful venture along these lines by five business men of a small town in Iowa. The publication is called *Business*, 6x9 inches, eight pages and cover. There is a nice selection of entertaining reading matter and store talks on goods carried in the five different places. This scheme should appeal to the small retailer as an excellent method of making a big showing with a proportionately small cost. By combining with other merchants in lines that would not conflict, the furniture man could secure some good advertising, and at the same time make a more effective showing than would be possible if attempted individually.—*Grand Rapids Furniture Record*.

A KINDLY WORD FOR PROPRIETARY REMEDIES.

Very much is written against the proprietary medicines extensively advertised, as if they were all worthless "quack" remedies concocted to gull the ignorant. If this was true, the money spent in advertising such remedies would be wasted after their first spurt of notoriety. People buying them would find them out for humbugs. If they are advertised year after year some of them for generations, at an enormous aggregate of cost, it is pretty safe to conclude that they work as they are asserted to work. In one form or another, too practically everybody uses patent and proprietary medicines. At a recent discussion by a medical society statistics were presented to show that in a large part of physicians' prescriptions proprietary preparations are called for, and the advertising pages of the most reputable medical papers, here and abroad, are filled with announcements of them. Of course, there are a few patented remedies of which the use is dangerous. Generally, however, the mere circumstance that they are advertised at great cost from year to year may be taken as an argument that they work as described. They would not justify the great expense of continuously advertising if they did not produce at least an apparently beneficial effect, temporarily, if not permanently. Often, too, the patent medicine is merely a physician's prescription which experience has shown had worked beneficially, and obviously, in private practice. We are not celebrating these remedies, but merely talking common sense.—*New York Sun*.

ADVERTISING is individuality; just as much so as journalism. The owner of a business is the editor. The work done for him is done with a pattern of his policy before each employee and thus his individuality sticks out in every detail.—*Jed Scarborough*.

The only way to saw a log in two is to keep the saw going in one place. You can adjust this thought to advertising as well as to anything else.—*Jed Scarborough*.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

CANADA.

CANADIAN ADVERTISING is best done by THE DESBARATS ADVERTISING AG'Y, Montreal.

THIS is a Canadian who knows how to advertise in Canada. W. T. ROBSON (Specialist in Canadian Advertising), N. Y. Life Bldg., New York.

WANTED.—Case of bad health that R-I-P-A-N-S will not benefit. Send 5 cents to Ripans Chemical Co., New York, for 10 samples and 1,000 testimonials.

CONSULT

Gordon & Gotch

On British and Foreign Advertising. St. Bride St., London, Eng. Founded 1853.

GOOD NAMES for the Mail Order Trade

The names of over 30,000 good, energetic and up-to-date Negroes including Lawyers, Doctors, Preachers and School Teachers. Every name guaranteed and only one in a family. \$2.50 per 1,000. Address CHAS. H. STEWART, care The Freeman, Indianapolis, Ind.

R-I-P-A-N-S

R-I-P-A-N-S Tabules

Doctors find

A good prescription

For mankind

The 3-cent packet is enough for usual occasions. The family bottle (50 cents) contains a supply for a year. All druggists sell them.

Sworn Circulation VIRGINIAN-PILOT

Norfolk, Va.

The actual number of copies of THE VIRGINIAN-PILOT printed, sold and circulated daily during the year 1902—exclusive of campaign editions—averages as follows:

Jan., 10,095	July, 10,920
Feb., 10,204	Aug., 10,860
Mar., 11,088	Sept., 10,753
Apr., 11,098	Oct., 10,616
May, 11,597	Nov., 10,558
June, 10,884	Dec., 10,469

Average Daily Circulation for the entire year ending Dec. 31st, 1902, **10,793.**

I, R. E. TURNER, Superintendent Virginian-Pilot, being duly sworn, hereby certify that the above is a correct statement of the circulation of the Virginian-Pilot for the year ending December 31st, 1902.

R. E. TURNER.

Norfolk City, }
State of Virginia, } ss.

Subscribed and sworn to before me this 8th day of Jan., 1903.

H. L. MYERS,
Notary Public.

Representative Foreign Advertising.

**Vreeland-Benjamin Special
Advertising Agency**

150 Nassau Street
NEW YORK

Tribune Building
CHICAGO

Strictly A HOME Paper.

The Joliet Daily News

A strictly paid circulation of **6,549** daily and 2,650 weekly, going into the homes of Joliet and vicinity, makes high-class advertising mediums.

Detailed statement, monthly circulation examined by the Association of American Advertisers.

H. E. BALDWIN, Adv. Mgr.

In Its Own Home

THE St. Paul Globe

has moved to commodious quarters on the corner 5th and Wabash Streets. They have a bank of eight new Linotype machines, two new Potter presses and are printing *the best* newspaper in the Twin Cities.

Local merchants have increased their advertising patronage and THE GLOBE carried 35% more business in October, 1902, than the year before.

The average daily circulation for the past three months is

27,692

and the subscription books are open to all.

THE GLOBE is growing faster than any newspaper in the Northwest.

For Circulation Statements and Advertising Rates address

**GLOBE CO.,
ST. PAUL, MINN.**

New York Representative,
CHAS. H. EDDY, 10 Spruce St.

Chicago Representative,
F. H. WEBB, 87 Washington St.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

Here's a bunch of window card suggestions, some of which may be of use to you:

"One button gloves, two dollar price. Both correct."

"This underwear will not scratch, but the price will tickle you—\$1."

"Suspenders that will not keep you in suspense."

"A pointer on dogskins—two dollar quality for a one-dollar bill because it's getting late."

"Half a dollar—just half of the right price."

"Socks that are loud in their own praise—19c. Pair."

"Suitable suits for suitors."

"Just because we need the money these \$50 bedroom suites are \$35."

"If we didn't need the room you'd pay \$100 for this sleigh instead of \$75."

"These prices tickle economy into a laugh."

"Soft, warm underwear for rough, cold weather."

"Automobile gloves. Not because they're especially for automobiles, but because they go so fast."

Appetizing.

Wild Raspberry Honey

In combs. Made in the mountains of Susquehanna county. An economical sweet. Drop us a postal and we will deliver a pound.

Here's a Lot of Information in a Few Lines. Even the Price is There.

New House. No. 1031.

Contains ten rooms located on a very desirable corner lot 50 by 109, stone and cemented cellar, holly water, sewer and modern conveniences, thoroughly and substantially built and arranged for one or two families. Price is \$3,300. Terms easy.

Here's an Excellent Ad Which, I Believe, was Written by Mr. Alfred Edmondson, one of the Little Schoolmaster's Brightest Scholars in England.

Good Butter.

A store sometimes sells good butter one time, and poor butter the next. We don't know how this happens, but we do know it never happens at Simpson's. There's one standard for the butter in our stores—that's the best. And every pound of butter that goes over our counter must come up to this standard, so you can judge Simpson's butter by what you get there at any time—and know that when you buy it there again it will be just as good. Simpson's Clover Butter is made from rich cow's milk in the great butter center of the world, and sold by us at a remarkably low price.

Is. 1d. per lb. Try a lb., it will please you.

Mr. Music Dealer; here's a hint for You. Keep Track of What's Doing in your Local Theaters and Advertise the Music that They Popularize.

"Everything Pertaining to Music."

The Sultan of Sulu will be at the Willis Wood next week and, of course, you want the music. Some of the popular numbers are:

Delia; I Don't Know What To Do; Tell me, Shooting Star; We Are Engaged (duet); When Maidens Wait; When Man is Fancy Free; Hike (soldier song); Old Jay Bird; Rosabella Clancey; Foolish Wedding Bells; My Sulu Lulu Loo; The Cuckoo and the Clock; Peaceful Henry, a study; Black Smoke, two-step; Please Let Me Sleep; My Little Texas Rosebud; I Sing to Thee Alone, song; It's Hard to Leave Your Girl Behind; 25c. each.

Free Concert this evening.

There's Strength in These Headlines. Good stuff in the Body, too.

It's Raw and Cold And Time for The Coat.

William Stone's coats for ladies and misses are right in the heyday of their attractiveness—an attractiveness that not only refers to style and assortment, but one that appertains to price, as well.

There's a full line of the "things that be" in the stock that's to be found at this store. The short, the 27-inch, the three-quarter lengths, in plain and fancy coats, are all here in full quota. And there's a William Stone price on every one of them. For instance.

That Sentence "Long Enough to Wrap About your Feet" Deserves Display. Because it is one of the Strongest Parts of this Strong Ad.

Men's Night Robes.

All styles—some plain, some neatly trimmed. The Flannel Night Robes are in great demand at present. Domet is the favorite fabric.

Domet flannel washes well; its soft, downy nap soothes tender skin, and it's warm—a great Night Shirt for cold nights—long enough to wrap about your feet, if you curl up a bit. If you enjoy peaceful slumber, get inside of one of our Night Robes, 50c to \$1.

Pajamas, too, if you prefer them. All good styles, \$1 to \$1.50.

Here's One for Real Estate.

Good Living and Money Making.

Where will a home give you the best living and the most satisfaction at the least expense? Where will a little investment in real estate be surest to make some money for you?

Grantwood-on-Hudson.

Others have found the answer here. You can see how and why if you see the place.

It is a delightful trip and costs nothing. Send to us for free tickets.

Go by Franklin or 42d street ferries and North Hudson Co. Trolley, or 130th street ferry and Hudson River Trolley.

Here is an Appeal to the ambitious that will not go Unheeded if Properly Followed up.

The only way to get ahead in the world is to save a part of your income regularly and put it in a strong bank. This bank allows 4 per cent interest, compounded twice a year, on all savings.

A Line that Seems to go Quite Naturally With Real Estate.

Elevator Insurance

written at less rates than can be obtained elsewhere and in one of the largest companies in the business. We have the management for Eastern Maine of one of the largest liability Companies, and we are prepared to place Employers Liability, Accident, Plate Glass, and Boiler Insurance at the lowest rates and under the most liberal form of policy.

One Item, and an Interesting one, from a Full Page Real Estate Ad in a Bangor (Me.) Daily.

Almost New.

No. 1117.

A thoroughly modern and extremely desirable double tenement house located on a corner lot two blocks from the car line. Each side is entirely separate from the other and each has hard wood floors, open fire places with Morse & Co. mantles, bath room, hot and cold water up stairs and down, new furnace in each side, gas electric bells, and bay windows. The building is thoroughly and substantially built and is in the best of repair in every particular. Either side would make a most desirable and inexpensive home, which could not be built by itself for considerably less than we ask. We will sell the whole property or either half on easy terms or for cash. Remember this is a strictly modern, up-to-date, cheerful house, has the sun all day and located on a desirable corner lot. We are never too busy to talk real estate or show property listed on our books. Don't hesitate therefore to call for further particulars.

Just as Good as Half a Column.

\$1.00 English Squares, 50c.

Placed a whooping big order for holiday neck-wear with a prominent dealer, and he threw in four dozen dollar English Squares at half price—we sell as we buy. Make early choice of these swell scarfs.

So Far as I Know this is an Entirely new Departure in Real Estate Advertising—a Testimonial from a Proud Purchaser, with a Good Cut of the House he Purchased, and Floor plans, Printed above it.

To whom it may concern: I invested in one contract with the United States Installment Realty Company and I am glad of it. You see the result. A beautiful little cottage home, built after my own plan and on a lot of my own selection. They have lived up to their contract to the letter with me. They will do the same with you. Try them.

H. MONTGOMERY.

3220 30th Ave. So., Minneapolis, Minn.

Payments \$7.50 per month per \$1,000.

Here's a Headline that Indicates Almost at a Glance What the Ad is About, and, at the Same Time Describes one Quality of the Thing Advertised.

These Shed Water.

A durable school umbrella for 50 cents at Woodruff's. It's not every 50-cent school umbrella that will shed water, but ours do. We've been selling this same kind right along. We found the trial lot we bought five years ago to be all the maker claimed and we've never heard of any one of the hundreds we've sold since disappointing in the least particular. They are perfect in color, the serge is durable and the paragon frames and natural wood handles are strong but light. They will resist all kinds of knocks and will shed water like a duck's back. They are non-breakable, non-fadable, non-leakable—the best fifty cents' worth ever put into a child's umbrella.

This is a Pretty Good Model for a Modern Real Estate Ad. It gives Definite Information in a New, Interesting way That Ought to Lead to Business.

Modern House

\$3,500.

An almost new house containing eight finished rooms, stone and cemented cellar, new Kineo furnace, bath room with hot and cold water, open brass plumbing, hot and cold water in sink, open fire places, verandah, electric gas lighters and every modern convenience. Front hall finished in natural wood and whole house painted and papered in a very attractive manner.

This property was completed last summer and is almost new. Was intended for the owner for a home and was therefore built with great care. It is substantial, new, bright, sunny and clean and will prove an attractive home for any one. The owner is to leave town and offers the property at a trade to close quickly. Examine immediately with us. See for yourself. Terms to suit purchaser.

Very Good.

Your Pipe Dream Realized.

Our usual large winter stock of pipes is in.

Small pipes for small men.

Big pipes for big men.

The right pipe for any man.

The prices are all small considering the quality. They range from 5c to \$2.50 with many stops between.

A large assortment at 22c. and 25c. Take a look at the "Pigmy" vest pocket pipe for short smokes, 15c.

A few choice values in amber and meerschaum cigar holders. Ask to see the "Santic" anti-nicot. pipe at 25c.

Building's Our Business.

We'll build anything for you. All you've got to do is to say the word, tell us what you want. If its anything buildable we'll fix you, and, we believe, with more satisfaction and less expense than anybody else can.

I love my love with a "G."

Many a young man has fitted himself for the good position he now enjoys and is fitting himself for more responsible positions by studying **PRINTERS' INK**.—*D. Gagen.*

PRINTERS' INK gives you a "heaped bushel" every week of ideas, suggestions, experiences and information in publicity.—*George H. Geiger, Leavenworth, Kansas.*

PRINTERS' INK stands head and shoulders above any other authority on advertising. I have been a close student of the Little Schoolmaster for several years and I never yet have read a copy of it without having been taught valuable lessons in the art of advertising.

—*J. L. Getman, Advertising Manager Herkimer Citizen and Ilion Citizen, Herkimer, N. Y.*

PRINTERS' INK, the Little Schoolmaster in the art of advertising, has been conspicuous in its mission of developing an effective business bringing literature. If you are an advertiser, it will teach you what pitfalls to avoid, to secure the best results. If you employ an advertiser, it puts you in a position to intelligently judge his work. If you're a student of advertising it's your indispensable text book. If you are an opponent of advertising on general principles, don't subscribe. You are bound to be converted if you do.—*F. James Gibson, New York City.*

PRINTERS' INK has for fifteen years been the standard authority in advertising matters of the civilized world.—*Jno. A. Goodell, Duluth, Minn.*

Suggestions that are valuable to all interested in advertising are found on every page of each issue of **PRINTERS' INK**. Not only is the Little Schoolmaster of great value to the writer of advertisements, by hints as to their construction and make-up, but also to the printer, in suggestions and specimens of composition and display.—*A. L. Gould, Babylon, L. I.*

Almost daily I receive letters from young men and women asking such questions as: "What do you think of the advertising business?" "Do you think it a nice business for a lady to follow?" "What salary does a good advertising man receive?" "How can I learn the business?" "Do you think that the advertising field offers many opportunities for a young man to-day?" "What are the duties and salary of the average ad man?" "I have reached the end of my rope in the business I am in—how can I enter the advertising business?" According to government statistics, the business men of America spend \$600,000,000 annually in advertising. The expenditure of this stupendous sum can only be entrusted to people of capacity. To enter the advertising business an education, supplemented by experience and a practical knowledge of advertising, is indispensable. The es-

sential knowledge can be had through study and application. I know of no book or publication that will assist in broadening the advertiser's knowledge of the subjects as much as **PRINTERS' INK**—the advertising journal familiarly known as the Little Schoolmaster in the art of advertising. The most vigorous brain and talent in the advertising world make its pages an invaluable source of knowledge. It is an able exponent of every phase of advertising.—*Arthur P. Griggs, Advertising Manager, Panton & White, Duluth, Minn.*

PRINTERS' INK tells you your ads should please your customers. Then it gives you a string of pleasing ads and everlastingly fires at you points how to make ads pleasing—and that is the trick.—*Oskar Gronlund, Calgary, N. W. T., Canada.*

PRINTERS' INK is known as the Little Schoolmaster, because it educates. Weekly it gathers thoughts, suggestions and ideas of the best advertising brains of the world. Under supervision of the Little Schoolmaster the advertising experience of the most progressive men is given you. Their successes and failures will interest and help you.—*A. R. Grundel, N. Y. City.*

During my three years of storekeeping I have read each issue of **PRINTERS' INK**, finding therein some of the best specimens of the trade persuader's art; adapting its teachings to my business and utilizing every available idea. Although my store is in a somewhat sparsely settled locality a good trade has been built up, and merchants in the surrounding towns hardly understand it. No small country store can afford to be without **PRINTERS' INK**.—*R. L. Gulick, Gluckheim, Md.*

If advertising is worth beginning it is worth continuing. Perseverance is the only way to convince the public that you have faith in your business. To stop advertising is taken as a tacit admission that your goods are not worthy of public confidence.—*Jed Scarboro.*

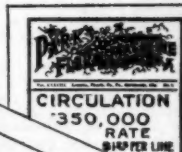


"WILL GO ANYWHERE FOR BUSINESS."

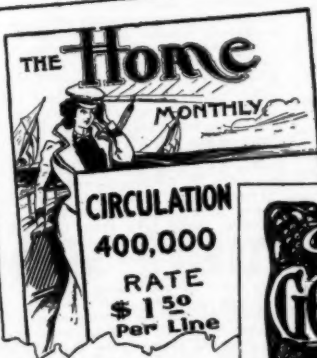
THE ELLIS PAPERS THAT PAY



CIRCULATION
500,000
RATE
\$2.00 Per Line



CIRCULATION
400,000
RATE
\$1.50 PER LINE



CIRCULATION
400,000
RATE
\$1.50 Per Line



CIRCULATION
400,000
RATE
\$1.50 Per Line

FOR FURTHER INFORMATION
ADDRESS

**THE C.E. ELLIS
COMPANY**
710-712 TEMPLE COURT
NEW YORK CITY.
112-114 DEARBORN ST.
CHICAGO.

CLIPPED AND PASTED.

A BROWNING firm advertises "up-to-date butter and eggs."—*Kansas City Star*.

A JOPLIN restaurant advertises "oysters—all sizes; fresh and otherwise."—*Kansas City Star*.

THERE is nothing inconsistent, to say the least, in the glaring advertisement, "This priceless article free of charge!"

THE NEW BOARDER—I wonder why they call this stuff "health food"?

THE OLD ONE—Because if a man has got good health he can eat it with impunity.—*Puck*.

RESPECTABLE PARTY, in steady employment, wants to buy boots and clothing, wife and family, pay instalments. State best terms.—*Hackney and Kingsland (England) Gazette*.

MAE—"It takes two to make a bargain."

Mayme—"Two what?"

Mac—"Two cents less than the regular price."

"I THOUGHT she refused him some time ago because he was so fat?"

"Well, she did; but since then he's been reduced from 200 to 198."—*Brooklyn Life*.

FAMOUS STRANGER—"I do not wish to be interviewed, sir, because I desire to travel about your country without being recognized."

Reporter—"Nothing easier, my dear sir. Just give me your picture, and I'll have it published in all the newspapers."—*New York Weekly*.

"WHERE did De Penne get his wonderfully vivid style? I see the literary journals are calling him a master of fiction."

"He used to write railroad rumors for a country paper."—*Fort Worth Telegram*.

A CHICAGO paper contained an advertisement reading thus, "Any person will learn how to get fat by sending fifty cents to the undersigned." A gullible fellow, who is as thin as a rail, forwarded the sum asked, by mail, and received this reply: "Buy it at the butcher's."

"To what do you attribute the curative powers of your springs?" asked a visitor at a health resort.

"Well," answered the proprietor, thoughtfully, "I guess the advertising I've done has had something to do with it."—*Tu-Bits*.

THE latest scheme that an actress has tried to get free advertising was to swallow her watch, and she succeeded all right, too.—*East St. Louis Daily Journal*.

APPLICANT—"Did you advertise for a man that was good at figures?"

Merchant—"Yes; are you a bookkeeper?"

Applicant—"No, but I used to select chorus girls for a burlesque show."—*Chicago News*.

HELEN: How shall I word the advertisement, Herbert?

Herbert: Well, say—"Lady help needed: gentle treatment, high salary, no cooking—no washing—no ironing—nothing to do but eat and go out afternoons."—*Brooklyn Life*.

We have before us this morning this: "Your medicine has helped me wonderfully. Three weeks ago I could not spank the baby, and now I am able to thrash my husband.—God bless you!"—*Our Dumb Animals*.

"No," said Mr. Wu, as he stopped pacing the deck of the vessel, and turned to look at the shores of America, now fast receding from his view, "I can't say I was really a popular man in that country. No brand of cigars has ever been named for me."—*Chicago Tribune*.

VISITOR—And what brought this poor man to such a pass?

Attendant—Ah, sir, he is the man who got up the names for all the new health foods, poor chap.—*Chicago News*.

HALFBROKE—Cheer up, old fel'. There's hope for us yet. Listen to this advertisement: Wanted, young man of average intelligence—

Dedbroke—There it goes again. Hampered at every turn.

"I WONDER," said Mrs. Duzzit, "if the men ever really looked as the pictures of the olden times represent them?"

"We have just as much reason for supposing so," answered Mr. Duzzit, "as for thinking that the women of today look like the pictures of them in the dry goods advertisements."—*Judge*.

HE—I've been reading about a man whose living expenses are only ten cents a day. I wonder how he manages?

She—Oh, I suppose he gets a free sample package of every new kind of breakfast food.—*Chicago American*.

An advertisement for a hair restorer in the *Tall Timber Tribune* contains the following testimonial: "I have used less than three bottles of your 'Anti-Bald' and I now have a luxuriant growth of hair. I. Neverlie." Somebody asked Neverlie if the testimonial were true. "True? Well I 'low it tis," said he. "I never used none of the blamed stuff. Reckon that's less than three bottles, ain't it?"—*Kansas City Star*.

A CERTAIN London restaurant had this remarkable sentence displayed in various parts of its dining room:

"Any incivility or inattention on the part of any of the employees of this establishment will be considered a favor if reported promptly to the proprietor."

A NEGRO lawyer, James Knox Smith, advertises as follows in a West Virginia paper: "I delight in defending the poor and those whom I believe to be innocent when my fees are secured. My motto is, 'Quick collections upon all claims and prompt remittance made in cold blood.' The Bible says to prove all things and hold fast to that which is good. Therefore, brethren, seek me early as your counselor, for know ye that even the righteous cannot be saved without an advocate."

"THEM city people," said Farmer Smiley, "think themselves pretty smart; but they are an ignorant set. For instance, when I was ridin' 'long Queen street west last Saturday, I seen a big sign out, 'Great sale of Jerseys, all wool.' Ha! Ha! What d'yer think of that? They act'ally think that wool grows on Jerseys. Why, any six-year-old boy on a farm knows better'n that."—*Ram's Horn*.



"By Rural Free Delivery"

The great extension of this daily mail service in rural districts has brought mail-order men into close touch with country people and largely increased the opportunities for successful mail-order business.

The best, quickest and cheapest way to reach these thousands of people—5,000,000 people are now served by the R. F. D.—is through their favorite newspapers,

The Vickery & Hill List AND The American Woman

(Established 29 years)

which circulate wholly in rural communities and have beyond question

THE LARGEST PAID-IN-ADVANCE CIRCULATION IN THE WORLD

Rates for advertising are based on the actual number of copies sent to paid-in-advance subscribers. Specimen copies and rates on request.

THE VICKERY & HILL PUB. CO., Augusta, Me.

E. H. BROWN, Boyce Bldg., Chicago
C. D. COLMAN, Temple Court, N.Y.

Sworn statement of circulation
on file with Geo. P. Rowell & Co.

N. Y. JEWISH ABEND POST

*Circulation larger than that
of any other Jewish after-
noon paper in America.*

*Read in every Jewish home
by the whole family.*

*Matchless as a medium of
advertising among the Jew-
ish people.*

*Highly influential in all
Jewish circles.*

OFFICE:

228 MADISON ST., NEW YORK

Telephone : 698 Franklin.

My Calcutta Order

During the last week of January I shipped via the steamship "Ethiopia" over seven hundred pounds of black and colored inks bound for Calcutta, India. This is my first consignment to that country, and it adds one more name to my list of foreign customers. Ten years ago, if any one were to foretell the achievement I have accomplished in the ink trade, he would be considered a fit subject for a lunatic asylum. Think of it!—ten thousand customers spread all over the universe who know me by name only, and who trusted me with the cash in advance one hundred thousand times. Some of them sent their check in blank authorizing me to fill in the amount of the order. I am the only cash-in-advance ink man in the world, and my business was built up without the aid of salesmen or branch houses. My home trade is something enormous, and the string of customers flitting in and out of my store makes some of my competitors green with envy. The little fellow who spends twenty-five cents for a quarter pound can enjoy the same privileges as the printer who orders \$25 worth, for both must plank down the cash before I part with my goods. When the purchaser is dissatisfied with his bargain I refund the money, also the transportation charges.

• Send for my price list of news and job inks.

ADDRESS

PRINTERS INK JONSON,

17 Spruce St.

- - - -

New York.

Beginning The New Year Right

The Philadelphia Inquirer

During the month of January last printed many more columns of paid advertising than any other newspaper in Philadelphia as is shown by the following table giving the total number of columns that appeared in each paper in that time:

INQUIRER, 2,016 columns

Record, . . . 1,763 columns

Press, . . . 1,716 columns

North Am., . 1,399 columns

Ledger, . . . 1,241 columns

These are all computed at the uniform measure of fourteen agate lines to the inch and 300 lines to the column.

This shows that the wise advertisers know the value of THE INQUIRER as an advertising medium.

What others have accomplished through the columns of THE INQUIRER, you can do yourself. Try it.

Address for advertising rates

THE PHILADELPHIA INQUIRER

1109 Market St., Philadelphia, Pa.